

Responsible Tourism in Destinations RTD9



11th March 2015

#RTD9

More than just good enough.

the art of resilience ...

and being
positively deviant

Manda Brookman
Director, CoaST
RTD9 Dublin, 11 March 2015



CoaST : a small,
independent social
enterprise, founded 12
years ago, and just
growing...

Our job: to help ensure
tourism contributes to a
resilient present – and
future

Over 3,000 members...
and still growing.



One Planet Tourism
www.coastproject.co.uk







Canada

US

North America

Venezuela

Chile

South America

Ireland

Scotland

Italy

Poland

Wales

France

Slovakia

Cyprus

Europe

Sierra Leone

Africa

South Africa

Taiwan

Oz

New Zealand

Australia

Indian Ocean

Pacific Ocean

**Contagious change...happening
whether we're ready or not...**

"..sustainable development ...is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (1987)

World Commission on the Environment and Development

Gro Harlem Brundtland.
Feisty broad.





**A good place to live
is a good place to visit.**

#responsibletravel #conscioustravel

photo: ron mader

#responsibletravel #conscioustravel

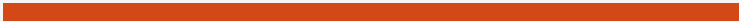


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Join for updates

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contagious change

view all



reboot programme
hits the papers

Western Morning News picks up the
ReBoot programme

By manda

0

welcome to coast

You've made it to our remarkable on-line network (with members from cake-makers to photographers, campsites to recycling collectors, community groups, hotels, colleges, universities, beach cafes, designers and beer brewers) which makes an art form out of collaborating and a Particular Point of *inspiring change*, to make sure tourism fires up social, economic and environmental Good Stuff for us all. And that ranges from just hooking yourself into the network, or [using our experience and support in a bespoke training session where you are](#). Oh. And it's **free** to join. Yup. So. Have you **joined** yet?

Our Members

3016 joined so far

Latest: Jose, La Paz

measuring **tools**...



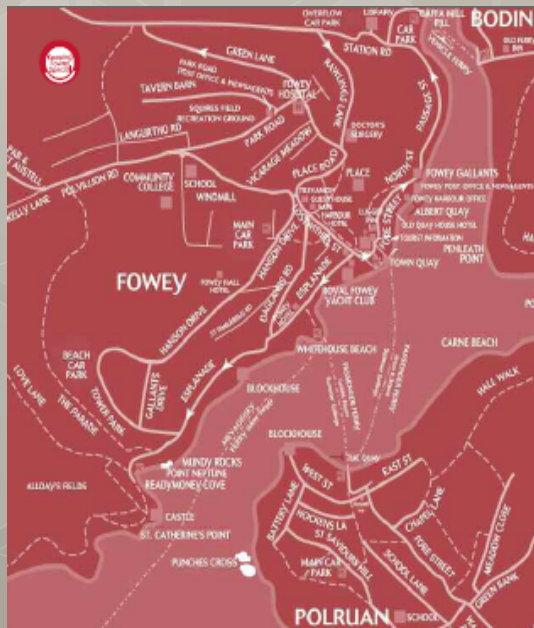
carbon calculator for tourism businesses and households

By marja | 17.01.12

sharing is caring,
stick it on...



communication tools...



Fowey Town Forum's Three R's Project

The Three R's Project has been part-funded through the Cornwall AONB Sustainable Development Fund, designed to demonstrate best practice in community, environmental and local economic sustainability. Fowey is located within Cornwall Area of Outstanding Natural Beauty, a statutory protected landscape designated in 1959.

Stay local, buy local, eat local, see local!

Please help support Fowey's local shops and services. You can buy just about everything you might need in the town and some shops will offer a delivery service on request. There is a post office and banks with cash facilities in Fore Street, and internet access available at the Library on Tues/Thurs/Fri and Sat am. Fowey has a reputation for good food and boasts a wide range of excellent restaurants, pubs and cafes to suit every budget. There are hundreds of community events throughout the year and a fantastic range of attractions to visit. Please contact the Tourist Information Centre or ask your accommodation provider for all the information you need to enjoy Fowey and the rest of Cornwall.

Get out of the car!

Walking and cycling are great ways to see the area without adding to the traffic. To help us to ease congestion in the town please use the car parks outside the town centre whenever possible and use public transport where available. There are plenty of places and attractions which can be accessed without using your car. A town bus runs from the main car park in Hanson Drive to the town centre from 1st May to 30th September and on specified days during the winter months.

For information on any of the above, as well as maps, guides and public transport schedules (including ferries) please contact the Tourist Information Centre (TIC) 5, South Street, Fowey on 01726 833616 or visit www.fowey.co.uk or ask your accommodation provider. Please see the map overleaf to locate car parks, recycling facilities and the TIC.

Thank you for choosing to stay in Fowey, we hope you enjoy your visit and that you will return again soon.

The AONB is managed by a Partnership of Local Authorities, the farming community, the National Trust, Government agencies, and land-based and heritage organisations. For further information contact the Cornwall AONB Partnership on 01872 322350, or visit www.cornwall-aonb.gov.uk

ad - vocate

training programmes....

champions

We have Ambassadors...and we have Champions. **champions** of the land, of the sea, and of the life above and below the ground. They have a passion to share.

ad-vocare: to speak for, on behalf of; to champion.

sharing is caring,
stick it on...



outstanding landscape champions

And we now have our first CoaSTie
OutStanding Landscape Champions...



world (heritage) champions

We're adding to the Champion
Family...welcome to the World
Heritage Champions ...



marine environmental champions

We love Marine Environmental
Champions!



engagement **techniques**....

business support...



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here to help

business support

Tools, websites, organisations, checklists, signposting, case studies - they're all here. How to be green and gorgeous. Whether it's about changing your lightbulbs, or installing new technologies; using low impact cleaners or building a straw bale house, we can help. This is where you find the tools, the case studies, and the help to get you going, or move you faster. Have a browse, and use the filter on the left to refine your search.

sharing is caring,
stick it on...

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posse

ambassadors

Way back in '05, six 'Surgery Sessions' kick-started the Building on Distinction Programme (BoD) and well over 70 tourism businesses joined CoaST for support and advice on sustainable practices. A target of 12 'ambassadors' turned to 23. These, combined with 2004's CoaST 'champions', added up to more than 30 ambassador businesses keen to share their knowledge with others as they went to increase their own.

sharing is caring
stick it on...

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show all newest first



coast hosts

One of the ways we communicate with our members is by running CoaST Hosts - gatherings at a CoaST member property, to build in good opportunities to talk face to face, to celebrate achievement, hear new ideas, and plan the next ones.

By Manda



ambassadors of change

This is exactly what our Ambassadors have been doing. Inspiring change...

By Manda



positive deviance

Have you ever wondered about why, seem to be repeatedly going against grain; pushing the other way; wants No? Go where everyone seems to be headed, almost by instinct?

By Manda



Woodland Valley Farm

Woodland Valley is set in Liskeard Parish, situated in the very centre of Cornwall UK. It is an organic farm with a residential study centre and group accommodation.

By Maja



Trevenna

Our luxury stylish self catering BnBs, Farm House and Farm House Bakery have set a new trend for eco-friendly short breaks & holidays in Cornwall.

By Manda



The Venus Company

Stunning locations in Devon & Cornwall some of the best beaches in the South West, friendly service and quality food you don't need to look any further.

By Manda



The Orchard Lodge

This large white-painted house is set in its own peaceful grounds in a conservation area on the edge of the village.



The Hen House

Nestled in a timeless leafy hamlet amongst lush rolling fields at the top of the Porthallow valley...



St Michael's Hotel & Spa

Our stylish hotel in Falmouth is situated on the beautiful Cornish coast, with stunning sea views across sub-tropical



the scarlet hotel

Discover an escape for grown-ups, to eat, dream and play in peace.

By Manda



primrose valley hotel

Primrose Valley Hotel in St Ives, Cornwall is an Edwardian seaside villa Hotel which offers contemporary modern, relaxed and stylish comfort just seconds from the beautiful Porthminster Beach.

By Manda

POLLAUGHAN FARM
Self Catering Cottages

pollaughan farm cottages

Farm holidays and cottages here on the Roseland Peninsula in Cornwall come in all shapes and sizes; but if visitors want to learn to pollaughan, then there's one place they have to investigate...

By Manda



global boarders

Global Boarders provides multi award-winning, luxury, sustainable Gourmet Surf Experiences, Cornwall Surfing Holidays, Corporate Surfing, Family Surfing Holidays, School Surf Trips and unique Cornwall Surf Experience packages.

By Manda



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By Manda



headland view cottage

Headland View Cottage is set in an Area of Outstanding Natural Beauty on a headland, near the Coastal path and on the edge of a farm.

By Manda



eco-drive

ecodrive is dedicated to promoting sustainable transport with a range of high quality, zero-emission Electric Vehicles.

By Manda



dolbeare park

Dolbeare Park has won some amazing awards in 2010 and this is reinforced by the independent reviews written by our guests.

By Manda



castallack farm b&b

Set in unspoilt & tranquil countryside between Lamorna Cove & the picturesque fishing village of Mousehole.

By Manda



budock vean hotel

Nestled in 65 acres of organically managed sub-tropical gardens and parkland on the banks of the tranquil Helford River.

By Maja



harbo chip n

Award Winer Removes Cr from its men

By Manda



bosinver

Nestled in a hidden valley near the sea, multi-award winning Bosinver Farm Cottages has a magic all of its own. Set in 30 acres with wildflower meadows



boscrowan farm holiday cottages

Here at Boscrowan, in Far West Cornwall, we have two award winning holiday cottages, each with its own



blue seas hotel


Welcome to Penzance's Blue Seas Hotel where you will find comfortable bed & breakfast accommodation, friendly service and excellent food.

**Game
Changers.
Early Adopters.
Bell Cows.
Positive
Deviants.**



eco-logy: the
knowledge of the home,
or resource

eco-nomics: the
management of the
home, or resource



And lots of help
to get back to
the basics of
what we're
doing...

But...

our behaviour is
extractive,

our maths is **selective** and
our thinking
is **linear**



There remain
some...

Big Issues.





The selective maths bit.

Al Bartlett

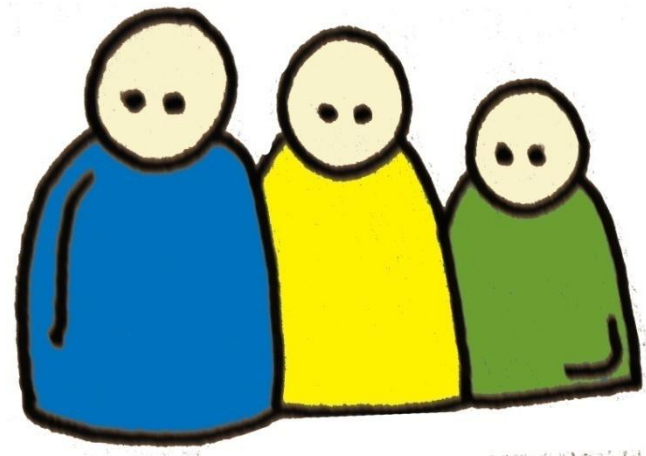
"our greatest weakness is our inability to understand the exponential function"

3 billion in 1960

7 billion in 2011

8 billion by 2025

15 billion...





CLOSED DUE 4pm

TO HEATWAVE

SORRY OPEN @ 10am
THRU.

IN JUST
90 DAYS:
123
RECORDS
BROKEN
 THROUGHOUT
AUSTRALIA

HERE ARE JUST
23 OF THE 123
 RECORDS FROM SUMMER 2012/2013

MAXIMUM
 TEMPERATURE
RECORDS



FLOOD
RECORDS



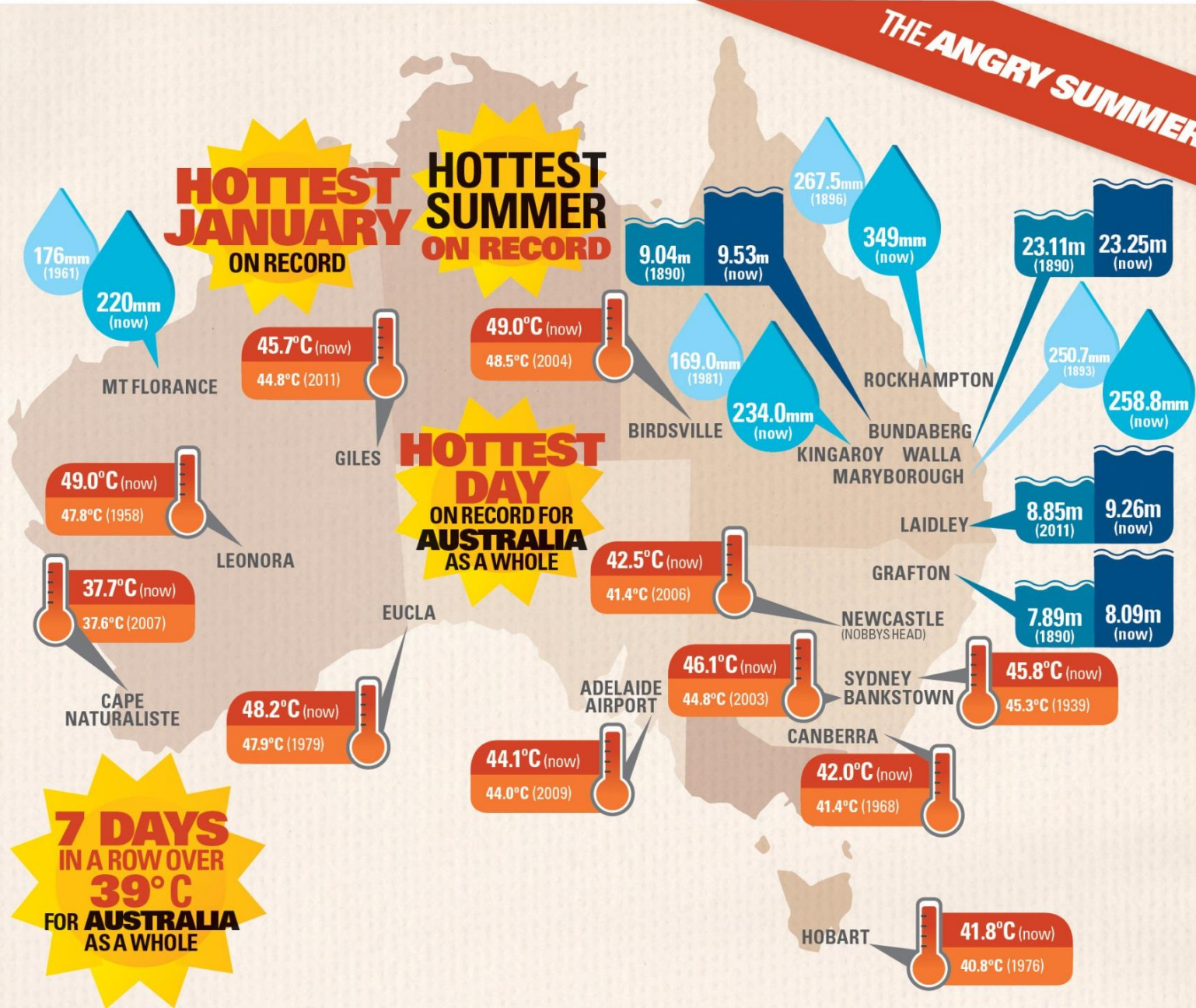
DAILY RAINFALL
RECORDS



HEATWAVE
RECORDS



THE ANGRY SUMMER



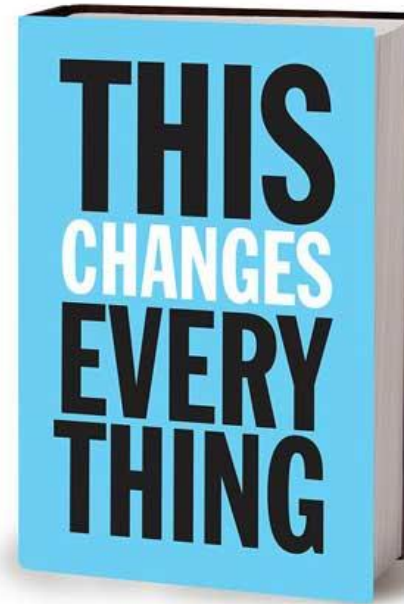


This is not a Graph.

61%

2 degrees = 8-10% a year.

Hmmmm.



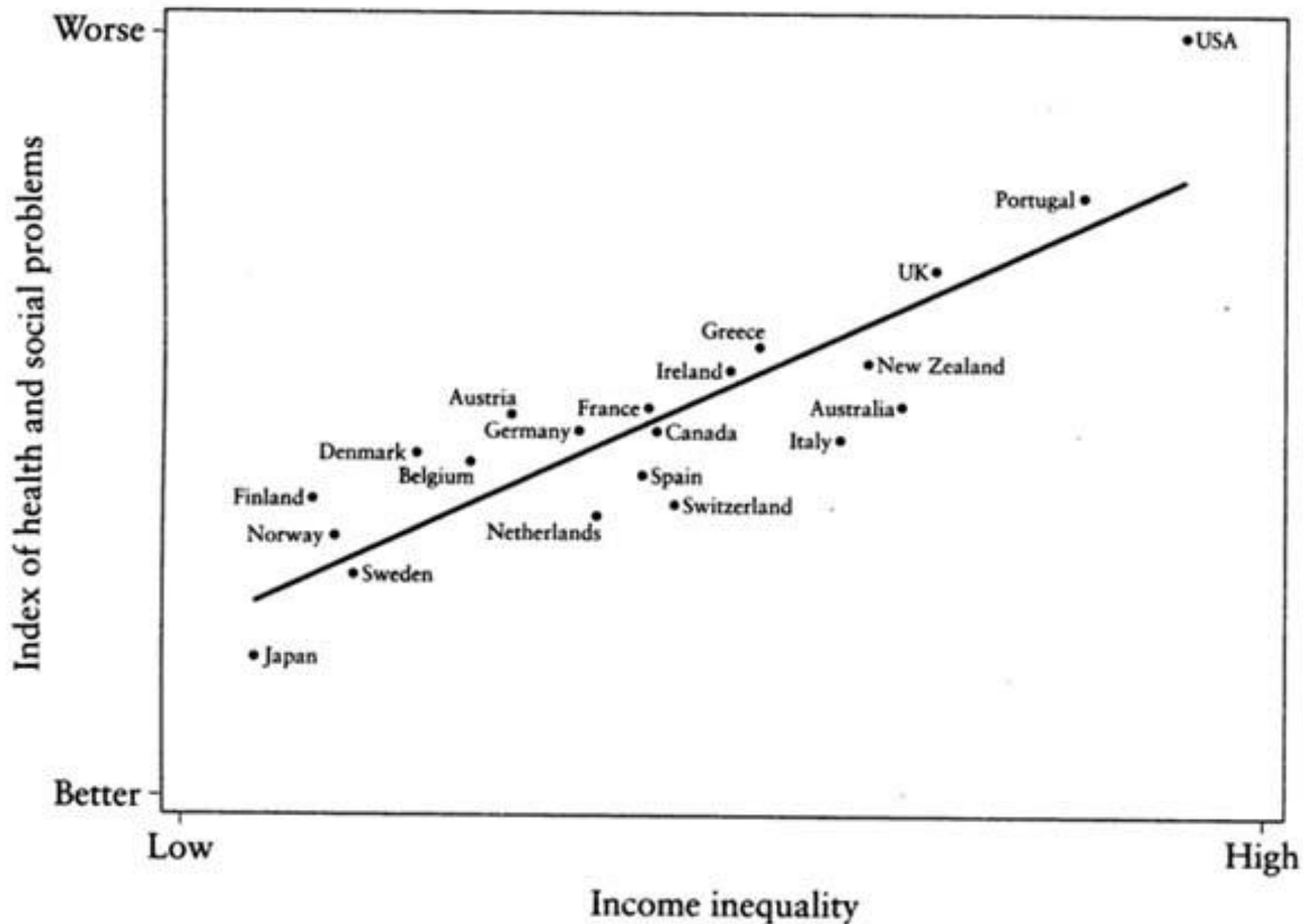
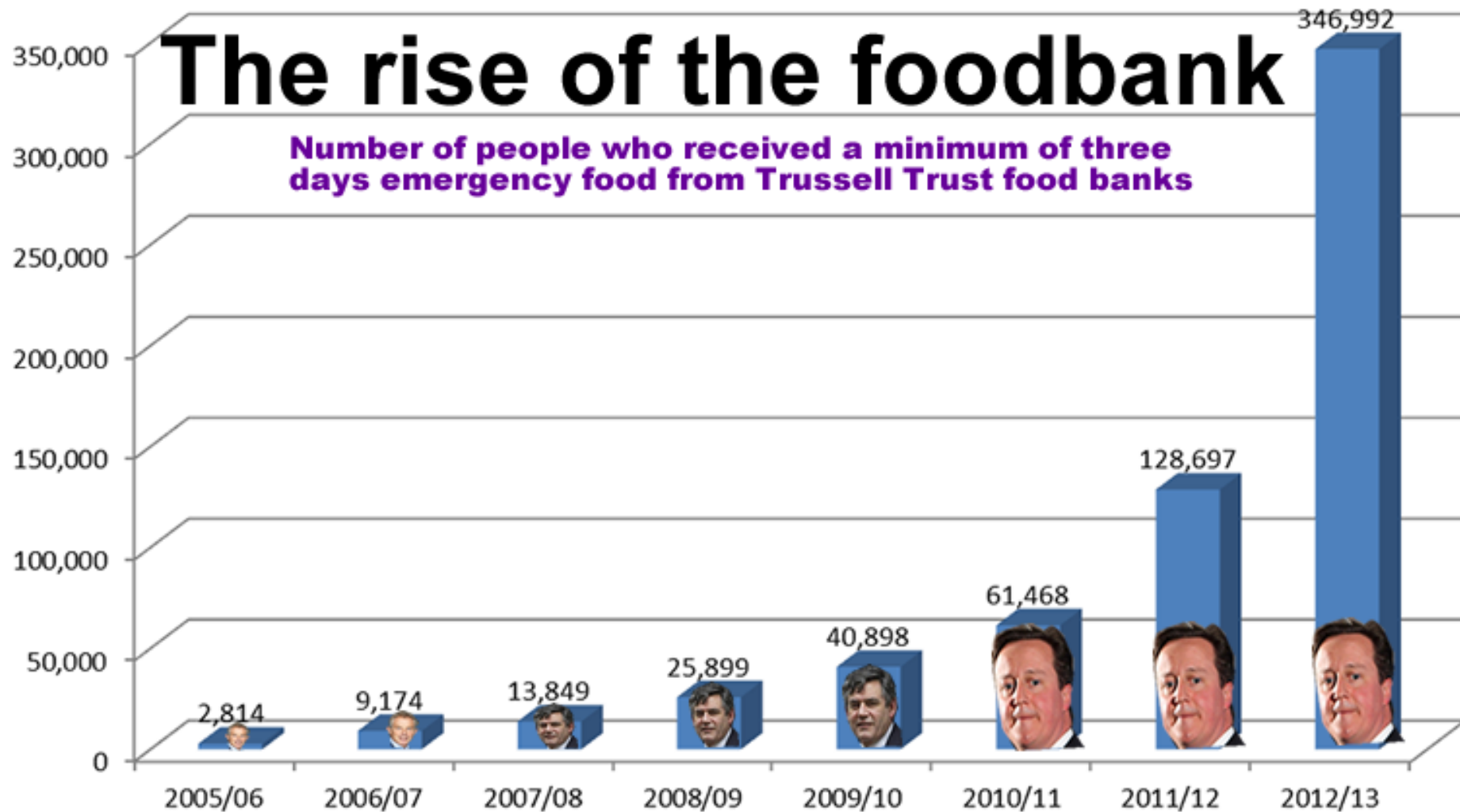


Figure 2.2 *Health and social problems are closely related to inequality*



The rise of the foodbank

Number of people who received a minimum of three days emergency food from Trussell Trust food banks





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Spain

African migrants look down on white-clad golfers in viral photo

Realities clash as campaigner captures image of asylum seekers stuck on razorwire fence above elite club on Morocco-Melilla border



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GDP

**So. We're an
intelligent
species.
What's our
response?**





You can probably
imagine what Gro's
saying right now.

She's not impressed.



So.

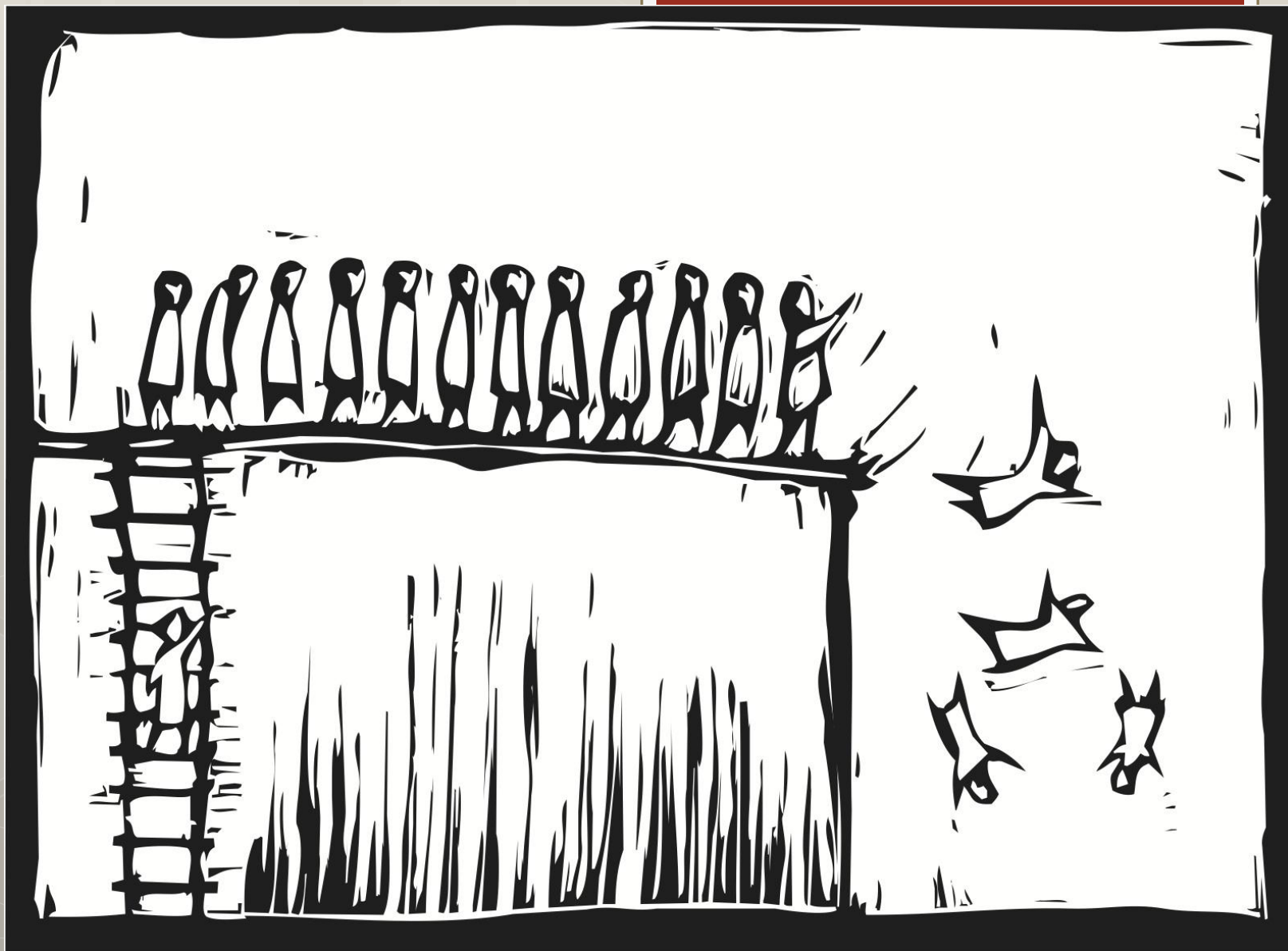
**I'm thinking we need
to up our game
again.**

**We need to do
everything we're
doing.**

But more.

And louder.

**Much, much
louder.**






Are we going to ask what tourism
is actually doing to turn this thing
around?

To make it positively better...
rather than just a bit less bad?

ac·qui·es·cence

/,akwē'esəns/ 

noun

1. to accept, agree, or allow something to happen by staying silent or by not arguing

Net Positive

Kingfisher Net Positive is a new approach to doing business. To succeed, business must do more than minimise its negative impact – it must be designed to have a more positive one.

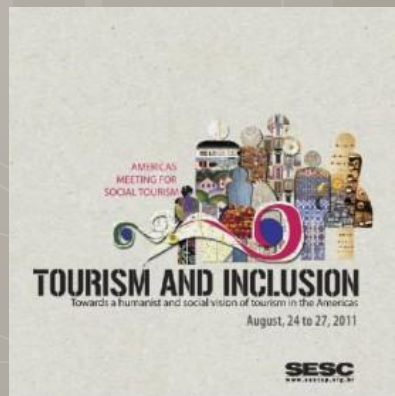
Net Positive is a big ambition: to go beyond neutrality and seek to make a positive contribution to the world's future.



Ian Cheshire, Group Chief Executive, explains the thinking behind Kingfisher's ambition to become 'Net Positive'.



Download NP Launch Report
PDF (3.33Mb)

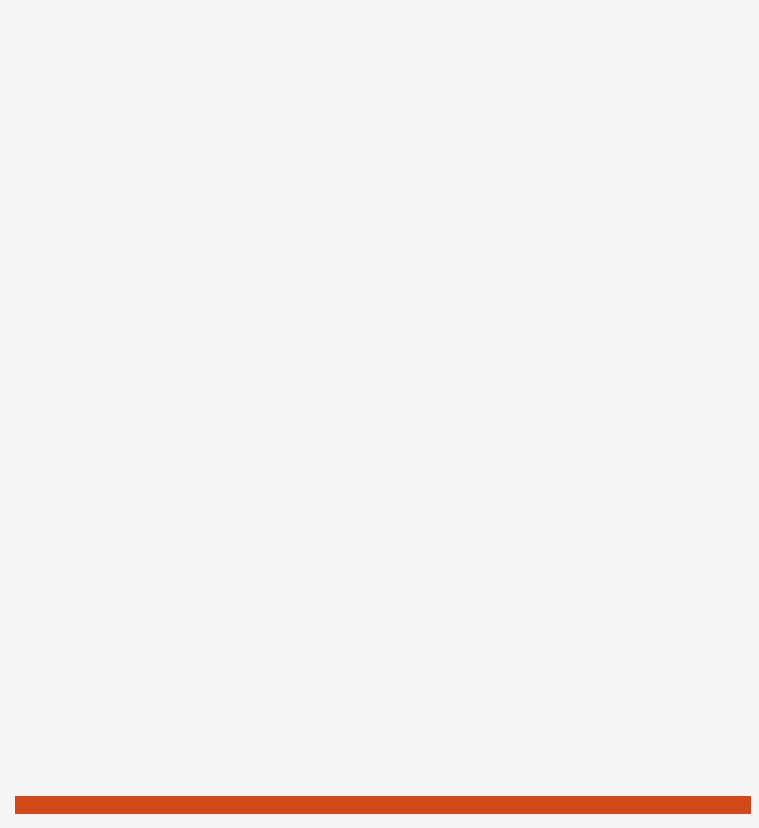


Myriad social tourism examples

This is the era of
challenge.

This is when we realise
we need to stop
waiting for permission
to do things differently.

This is no longer about
doing relatively less
damage; but about
doing positively more
good.



**Game
Changers.
Early Adopters.
Bell Cows.
Positive
Deviants.**





This is about tourism businesses, and officers, using their roles on chambers of commerce, rotary clubs, parish councils, tourism associations, and asking what is tourism doing to make things **positively better?**

One Planet Tourism
www.coastproject.co.uk



Not just reducing our carbon impact, but growing local community energy schemes?

Not just reducing what we buy from the cash and carry, but actively working with community supported agriculture, devising better economic strategies?

ReBoot:

Creating environmental growth. Like economic growth, but better.

Re-Boot is creating:

Positive Planters
Positive Pollinators
Positive Soil-builders
Positive Habitat Creators
Positive Water Managers
Positive Communicators

Co-Habiting with Benefits



Environmental growth means growing the environment. Doing more than just damage limitation. More than just being a little bit less bad for our ecosystems than yesterday. It means actually halting the decline of our environmental "goods and services", turning it round, and **actively growing the natural operating systems we live in and rely on** for our water, air, food and livelihoods. Co-habiting with Benefits.

Re-Boot is working with progressive tourism businesses across Cornwall to create **net positive impact** across six themes: **pollination, habitat, soil, planting, water and communication**. All six themes are interconnected, as Re-Boot works with, and within, **systems**. CoaST, CWT and the Environment Agency are building on what green tourism businesses have done to date to reduce their negative impact, and now actively developing ways to grow the natural systems we rely on. **So whatever we do, the natural environment we live in, and live off, and all it provides for us like filtration of air and water, food, and habitat, will be better off.** As will we.

Co-Habiting with Benefits.

Co-financed by



info@coastproject.co.uk

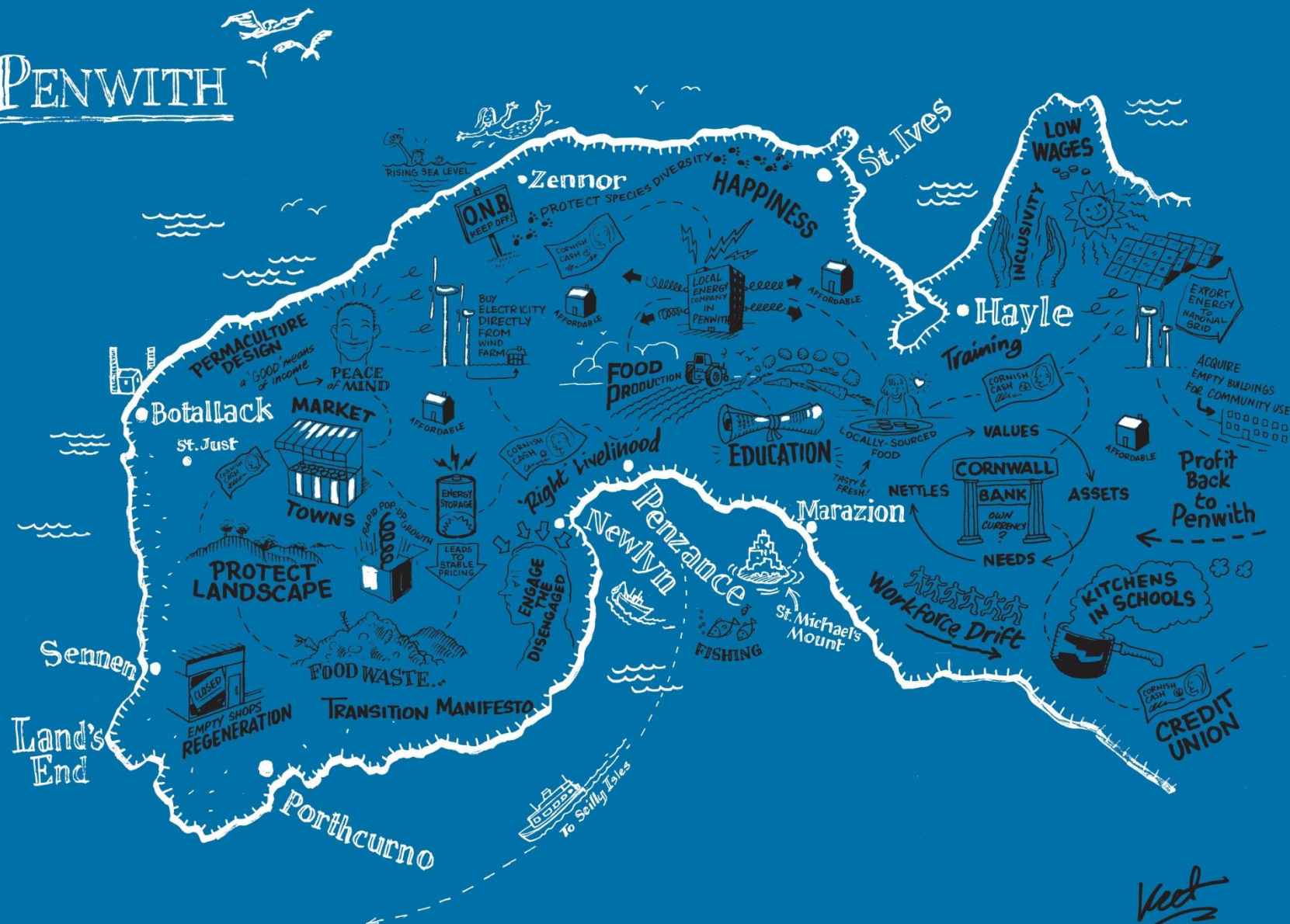
Twitter: @CoaSTProject

Tourism businesses collectively own, or have access to, a great deal of land across Cornwall.

It's time they started looking after the systems it provides us with.



PENWITH



Veet





Complex not linear

Whole system not selective

Natural and social capital investment, not extraction

Collaborative, not individualistic



Thank you.

**Positive Deviance
tools, OK.**

Manda Brookman
www.coastproject.co.uk

