

CE4RT Tourism Business Sustainability Action Plan

Along with the CE4RT Measurement Framework, you can use this template to begin to chart your plans for change and to help identify the actions you wish to undertake. This is a good template to use for your sustainability journey storytelling as you capture your ideas and will help you develop your sustainability action plan.

[Name of your business goes here]

A statement about your vision, and/or sustainability goals and why sustainability is important to your business. For example: "[Business name] is committed to a regenerative approach to tourism through a number of sustainable actions. Include a sentence or two about how sustainability is relevant to your business and why you believe sustainability matters....." try to make this as specific/personal as possible rather than using generic statements.

	Commitment	Actions we are already doing NOW	Actions for within the next year (set date)	Actions for within the next 3 years (set date)
1	<p>Champions local places Place - Nature Consider activities that you could do to in your area</p> <ul style="list-style-type: none"> - reduce harm to natural environment - be active in nature conservation - inform visitors on the biodiversity - contribute to the protection and improvement of biodiversity 			



	<p>Champions local places Place - local culture and heritage Think about</p> <ul style="list-style-type: none"> - what distinguishes our place from anywhere else - using authentic stories to connect the visitor to our business and place - contributing to local festivals and events - contribution to the protection of our local language, heritage and culture - local language, heritage and culture throughout marketing and business activities 			
2	<p>Tackles climate action Think about how to</p> <ul style="list-style-type: none"> - using a recognised tool to calculate our carbon footprint and inform our sustainability plan - collecting data from our business about energy consumption - collecting data from our business about waste collection - collecting data from our business about water consumption 			



3	<p>Benefits host communities Consider ways to</p> <ul style="list-style-type: none"> - prioritise ethically sourced and local products and services - promote local products and services to our visitors - prioritise employment of those living in the area - support the well-being of our employees - be an inclusive and accessible workplace - be an active participant in our community 			
4	<p>Empowers visitors to be responsible Consider ways to</p> <ul style="list-style-type: none"> - empower our visitors to be more responsible before, during and after their stay - promote sustainable choices to our visitors (including transport, activities, accommodation, food and drink) - communicate to our visitors the special value that their visit brings to our place and community 			



	<ul style="list-style-type: none"> - provide visitors with information on how they can support local, social or environmental projects - achieve certification to demonstrate our commitment to sustainability actions 			
5	<p>Long term sustainability Plan to</p> <ul style="list-style-type: none"> - collect feedback from our visitors and use it to develop our products and services - keep staff involved in our sustainability objectives - have a business plan that spans at least 3 years - focus on staff retention and investment in our team (e.g. through training, mentoring, coaching, conferences, etc.) - to balance our visitor numbers throughout the year - try to increase the length of stay of our visitors - participate in tourism and other relevant networks at local, regional and national level 			



Once you have identified actions for the next year/3 years from the framework above, use the following template to break down each action into manageable tasks with associated timelines and resources. Remember to keep the tasks and timelines realistic.

ACTION <i>(taken from table above)</i>	Task <i>(Try to break actions/goals down into smaller tasks, you might have several tasks as part of one action)</i>	Person Responsible <i>(Once you have completed this table for all actions, go back and review the workload for each person and re-assess the timeline to ensure that it is manageable and realistic)</i>	Start Date	Finish Date <i>(be realistic, consider your business high season and when you will be able to get tasks done)</i>	Resources Required/Notes <i>(this could include potential costs, staff requirements, external deadlines etc)</i>

