

Sustainable tourism

What's all that
about then...?



access > community engagement
> disability > energy > construction
> culture > education and training >
equality of opportunity > habitat >
heritage > job creation > local econ-
omy > local produce >
marine environment > transport >
waste > water

Sustainable tourism is about all
these things in balance.

Tourism is right at the heart of
Cornwall's future. By getting the
balance right, together we can
ensure tourism benefits Cornwall
year-round, county-wide and
long-term.

www.coastproject.co.uk

the coast project

- dedicated staff driving forward sustainable tourism
- working with industry, communities and policy-makers, at local, regional and national levels
- free support to new and existing initiatives
- free membership of the network
- free training, information and advice

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This leaflet is available in audio and large
print format on request.

The coast project is a not-for-private-profit
company limited by guarantee.



Designed by Gendall Design, Falmouth. Written by Jez Prins.
Printed in Cornwall on recycled paper made from 100% post-consumer
waste using vegetable oil based inks.

...something fluffy? Give me a break, I've got a living to make here.

Well...

If you agree that Cornwall's beauty is what brings so many people here you might also think that keeping it beautiful's not a bad idea.

If you think it's a bit steep that Cornwall keeps only half the money tourism makes, you might agree something could be done to make that fraction bigger.

If you ever wondered who makes the decisions in Cornwall's biggest industry, you might quite like the opportunity to have your own say.

And you're already thinking about sustainable tourism.

it's about the people, economy and environment
it's about the triple bottom line

The coast project's core belief is that sustainable tourism is not just about the Cornish economy or the Cornish environment or even just about Cornish people; it's about all three in combination.

The coast project can help you to keep all three balls in the air.

Here's how...



COAST
Cornwall
Sustainable
Tourism
Project

the economy

- think you're too small a business to get support?
- keen to work with other local businesses?
- want to cut your hotel's fuel costs?
- need help with Disability Discrimination Act requirements?
- wish you could show more local produce on your menu?

the people

- fancy opening your doors to a wider range of people?
- want to earn year-round?
- as a resident, would you like to have more say?
- do you want to work where you love to live?

the environment

- need help developing an environmental policy?
- want your B&B to recycle? Want visitors to recycle?
- keen to encourage visitors out of their cars and into buses, bikes, trains, boats or boots?
- want to help our visitors care for our wildlife?

