



## How to Identify Best Sustainable Management Practices in the Tourism Industry

The evidence indicates that tourists are not specifically demanding so-called “green” or “ecolabels” on the products that they select, but they will not return to destinations which fail to offer environmental quality as a part of the tourism experience. (Middleton, 1998)

### And Best Practices Are

Sustainable tourism entails ‘best practices’ namely, corrective or improvement measures implemented in all areas of tourism. These actions must ensure that the least possible environmental impact is caused, that tourist product quality and image are improved and development becomes more sustainable, and it must be done in such a way that social and economic conditions improve as well.

**Economic**  
Policies and Planning, Regulation, Quality, Communications, Training Design and Construction, Health/Safety Supplies/Suppliers, Monitor and Correct.

**Social/Cultural**  
Community Contribution, Protection of Heritage, Respect for Local Cultures.

**Environmental**  
Water, Energy, Natural Area Conservation, Waste and Pollution, Environmental Education.

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### But How?

- Careful flexible planning
- Understanding/knowledge of issues and products
- Employee training and buy in
- Visitor Education
- Taking corrective action on poor existing practices
- Cooperative green marketing
- **Common sense - doing what is possible**

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