Delivering Sustainable Tourism
Delivering Sustainable Tourism

- Scottish Seabird Centre
- Importance of sustainability
- Lessons learnt
An independent, self financing charity dedicated to increasing awareness and appreciation of wildlife & the natural environment
Successes

- Over £2 million pa into local economy
- Created over 75 jobs
- Over 1 million visits pa to www.seabird.org
- Revitalised historic harbour area
- Created community pride
- Lobbying and campaigning
Successes

- Boosting tourism 364 days a year
- Environmental improvements
- Support local suppliers
- Successful education programmes
Successes

- Over 2.5 million visits
- Over 7,000 members
- 700 active volunteers
- Award-winning
The Scottish Seabird Centre
Sustainability

- Vital to our survival and our success
The Scottish Seabird Centre
Sustainability - What?

- Doesn’t harm?
- Delivering real and long lasting benefits for our community, our visitors and our wildlife
The Scottish Seabird Centre
Sustainability – Why?

- Reduces costs
- Meets customer demand
- Increases support and loyalty
- Makes good business sense
Scottish Seabird Centre
Sustainability – How?

- Core to everything we do – culture
- Engage, involve and benefit local people
- Increase appreciation and care of wildlife and environment
- Undertake conservation work
The Scottish Seabird Centre
Sustainability – How?

- Educate
- Reduce, reuse and recycle
- Decrease energy use
- Continuous improvement (green team)
- Highlight what we do (press, web site)
- Use alternative energy
The Scottish Seabird Centre
Sustainability – How?

- Reduce seasonality
- Promote and support public transport
The Scottish Seabird Centre
Sustainability – How?

- Employ local staff
- Use local suppliers
- Sell local produce & products
- Overcome challenges
- Sustainable construction
- Join Green Tourism Business Scheme
Sustainable Tourism Business
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Sustainability

- Economic
- Environmental
- Social