

TRAINING

Course Profile

Green Edge

This one day programme will provide you with an understanding of the importance of green tourism and with the skills and knowledge to start implementing green actions that work for your business.

Who is the course intended for?

Owners, managers and supervisors in the leisure, travel and tourism industry. Also for students preparing for a career in the above industries.

What will I gain from the day?

An introduction to the green agenda, understand how to integrate green issues into your business, guidance on how to review your supply chain links and an understanding of how you can start communicating about and marketing your green credentials.

Do I need previous skills & knowledge?

No

Course Method:

- Discussion Group
- Video presentation/clips
- Case Studies and activities

Duration:

One Day

What does the course cover?

- The reasons for being green and why it matters to your bottom line
- Management actions to deliver green tourism
- The key environmental impacts on your business and how to tackle them
- Reducing costs and impacts—top energy and water saving tips
- Working with suppliers— how to manage staff, suppliers and operations in line with your green aims
- Adding a distinctive local feel—learn why being an active part of your community could help create a more sustainable destination
- Marketing and communicating your green credentials
- Help in developing a green tourism policy and clear action plans to make immediate impact.

Further Information or booking:

[Gill Heighington](#)—Training Department
Tourism South East
40 Chamberlayne Road
Eastleigh, Hampshire
SO50 5JH

Tel: 023 8062 5533

Email: trainingenquiries@tourismse.com