The Code of Practice in Sustainable Tourism
Burren and Cliffs of Moher Geopark

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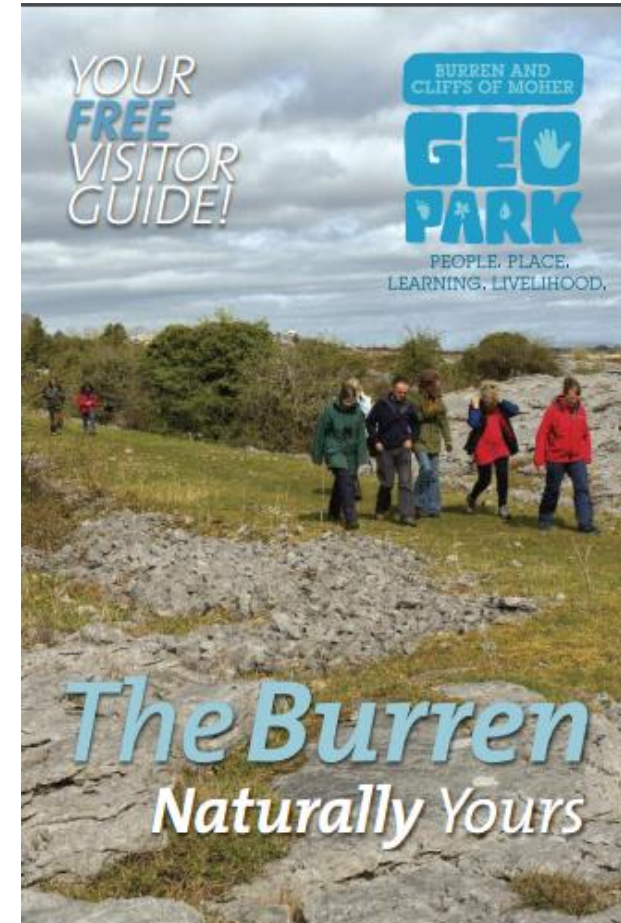*www.burrengeopark.ie/geopark-life/geopark-code-of-practice/*

The Code of Practice for Sustainable Tourism:
a toolkit for 'The World After' ?

OUR AIMS

- To create a sustainable tourism destination

- To develop a network of accredited sustainable tourism businesses;

- To measure, show evidence & generate data to inform future sustainable strategies

The Code of Practice for Sustainable Tourism Businesses

- Certification programmes did not work
- EU LIFE funding: Code of Practice, owned and managed by the Geopark

Features:
- A progressive system… businesses start where they can and build their sustainable practices incrementally.
- 6 areas of performance (networking, conservation, interpretation, social contributions, economic impact, resource management)
- 35 Performance measures
- On-line system; Aggregated data only on view
- Training & mentoring supports
- Independent evaluation every 2 years
- Awards for best practice and inspiration
- Great foundation for certification

Impact

✓ Strong relationship between businesses & Geopark; the Network membership based on engagement with the Code of Practice.

✓ Network grew from 16 to 65 businesses; From over 150 staff to 1 person, with visitor centres, food, accommodation, activities, guides, craft and retail.

✓ Increase in businesses working together, marketing as a destination, increased conservation activities, more efficient waste/water/energy management, increase use of local produce.

✓ Evidence & data; Geopark has full access.

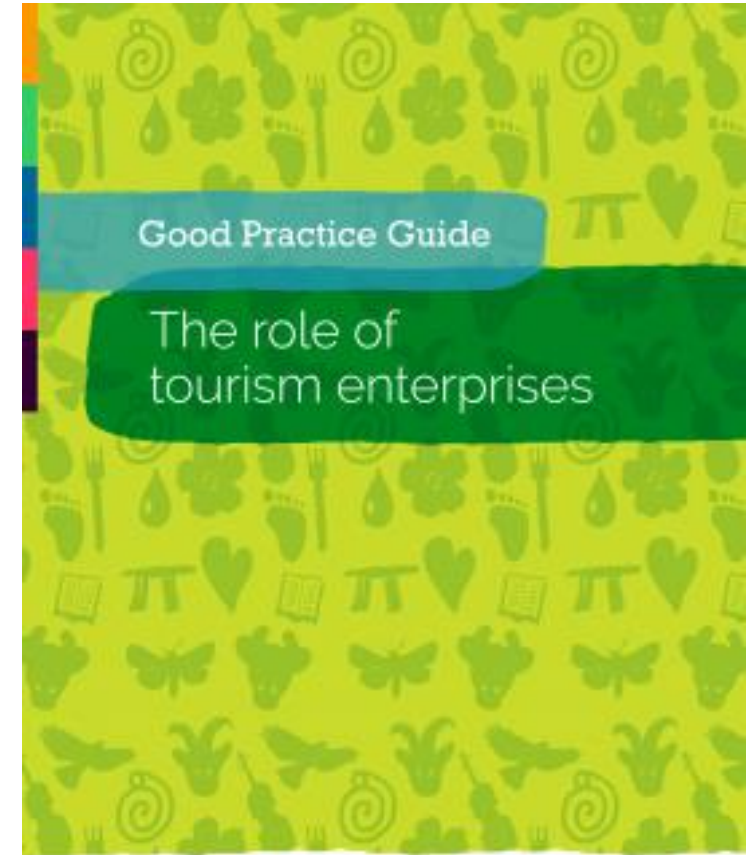✓ Code is Network's Unique Selling Point; **Lonely Planet Award 'Best in Travel' for 2021**

"an impressive community collaboration of over 60 local enterprises which has transformed Ireland's Burren and Cliffs of Moher Geopark into a global leader for sustainable tourism".
https://www.irishtimes.com/life-and-style/travel/lonely-planet-

Lessons/future steps

- Network must be self sustaining

- Commitment to funding for the administration of the Code

- A work in progress; adapts to needs, must be useful and show results.

- Clare County Council adapting the Code to support the Clare Tourism Strategy's sustainable tourism aims.

- A fully transferrable system.

www.burrengeopark.ie/geopark-life/geopark-code-of-practice/

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Geopark Code of Practice for Sustainable Tourism

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The Geopark Code of Practice for Sustainable Tourism was developed to help businesses, like you to work together for the benefit of your local business, our environment, and the well-being and livelihood of our local community