



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO  
Global  
Geoparks

2<sup>nd</sup> GGN DIGITAL

FORUM

23-24 FEBRUARY 2021

12:00 - 14:00 GMT



GLOBAL  
GEOPARKS  
NETWORK

## The Code of Practice in Sustainable Tourism

*Burren and Cliffs of Moher Geopark*



**BURREN AND  
CLIFFS OF MOHER**

UNESCO Global Geopark

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[www.burrengeopark.ie/geopark-life/geopark-code-of-practice/](http://www.burrengeopark.ie/geopark-life/geopark-code-of-practice/)

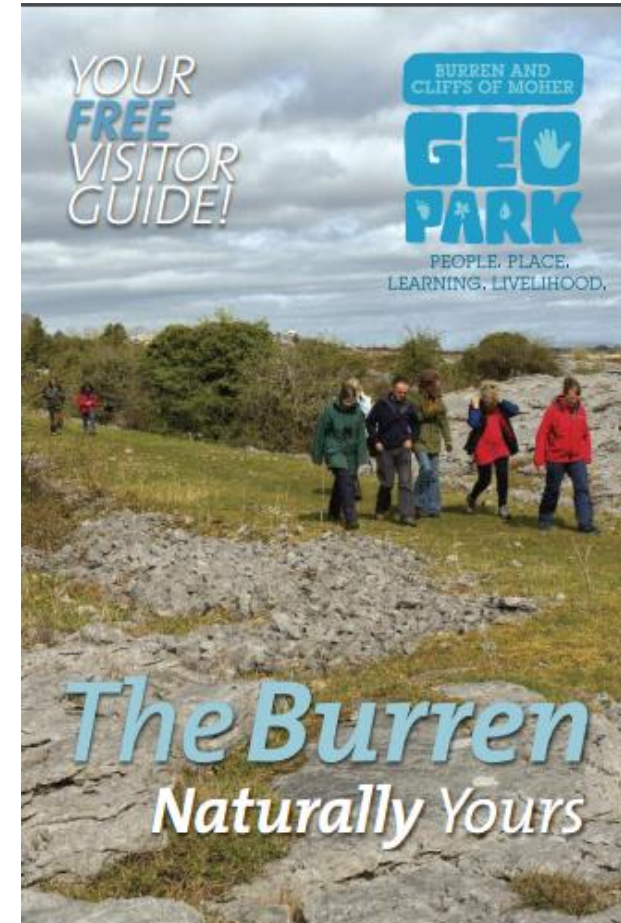
# The Code of Practice for Sustainable Tourism: a toolkit for 'The World After' ?

## 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

The image displays two components related to the Geopark Code of Practice for Sustainable Tourism. The top part is a poster with the title "Geopark Code of Practice for Sustainable Tourism" and the Geopark logo. It lists three key principles: "Working Together" (collaborating with stakeholders), "A Cared-for Landscape" (conserving heritage), and "A Well-understood Heritage" (providing quality information). The bottom part is a screenshot of a web browser showing the "Step 1: Input Waste, Water & Energy Consumption Data" page. This page includes instructions for data entry and a table for inputting consumption data from 2020 to 2014.

	2020	2019	2018	2017	2016	2015	2014
Landfill By Weight	Kg/per						
Recycling By Weight	Kg/per						
Food Waste By Weight	Kg/per						
Water	m <sup>3</sup> /per						
Oil	Ltr/per						
Gas / LPG	Ltr/Kg/per						
Electricity	kWh/per						



# 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**



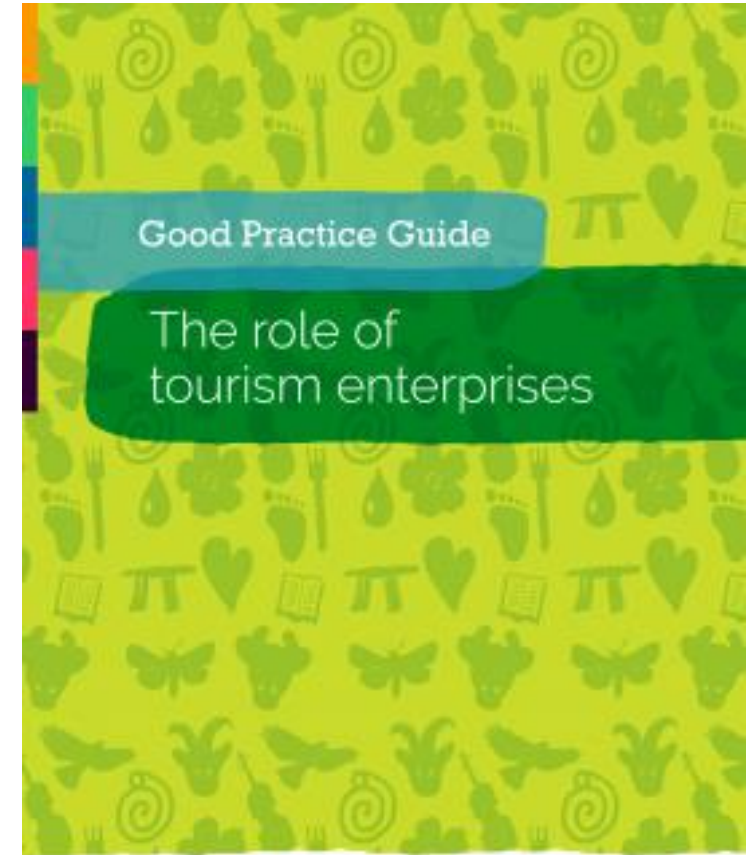
*“an impressive community collaboration of over 60 local enterprises which has transformed Ireland’s Burren and Cliffs of Moher Geopark into a global leader for sustainable tourism”.*

<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/](http://www.burrengeopark.ie/geopark-life/geopark-code-of-practice/)



**GeoparkLIFE:**  
Tourism for Conservation



# Geopark Code of Practice for Sustainable Tourism



## Geopark Code of Practice for Sustainable Tourism

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

