

GLOBAL TRAVEL & TOURISM PARTNERSHIP

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United Kingdom Case Study

**Technology and Sustainable
Tourism**

Cornwall College



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1. Introduction

Cornwall, in the far south west of the UK, is gaining recognition for being 'sustainable' and attracting lots of media attention, particularly for some of its most iconic tourism organisations such as the Eden project.

On average Cornwall attracts approximately 11 million domestic, overseas and day trip tourists each year. During the peak season there are over 300,000 visitors in Cornwall on any one given day. This adds some 55% more people to the residential population.

Visitors spend approximately £1468 million annually on accommodation, shopping, food and drink, visiting attractions and on travel.

Our research was focused on exploring the relationship between sustainable tourism and how technology supports it and in understanding how the visitor experience is enhanced through the application of the principles of sustainable tourism.

There is clearly a balance that needs to be struck between the social, economic and natural environment, the impact of visitors and the costs involved. We were interested in how tourist enterprises seek to achieve this balance including education, resource management and the quality of the visitor experience. This was achieved through structured interviews with each of the case study enterprises.

2. Case Study

This case study, based in Cornwall, explores the degree to which established visitor attractions embody the principles of sustainability in their operation and promotion and their use of technology in delivering those principles. It discusses the extent of the dichotomy between espoused theory and theory in practice through detailed analysis of four visitor centred enterprises that are viewed as being at the forefront of sustainability practices and the issues arising. It draws upon published sources and structured interviews with the four enterprises.

The four enterprises chosen represent a cross section of key tourist focused businesses and attractions within Cornwall, each of which is recognised at both local and national levels for their contribution to the promotion of sustainable tourism in attracting visitors to Cornwall and at the forefront of technological developments in achieving this. The four enterprises are:

The Eden Project – one of the major visitor attractions in the UK with a focus on education and research

Little White Alice Holiday Retreat – a family centred destination that has won numerous national and local green and sustainable tourism awards

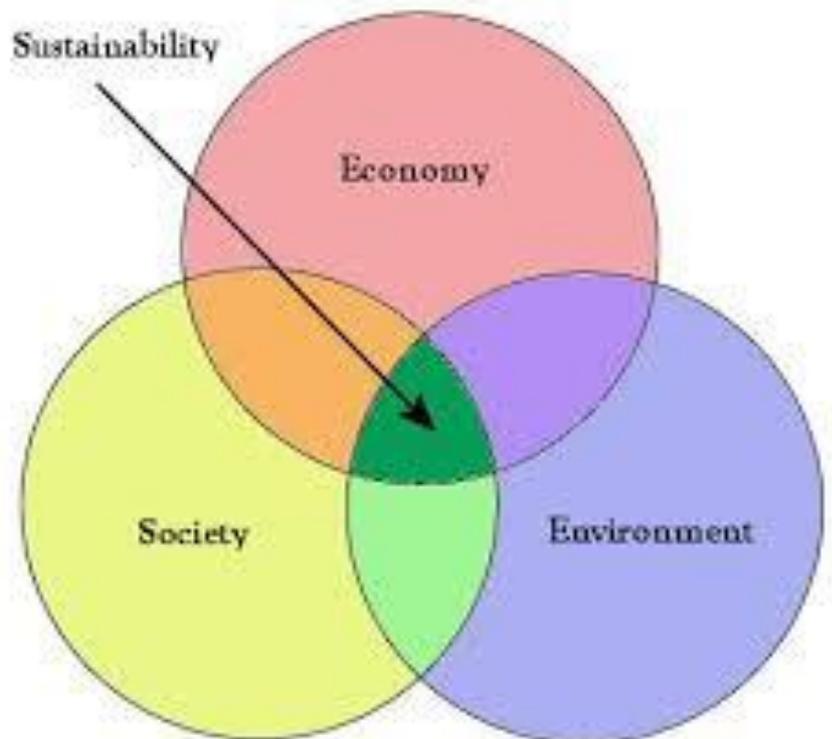
Scarlet Hotel – a luxury hotel complex catering for adults that embodies the principles of sustainability across all areas of its operation and engagement with its guests

Nathan Outlaw – one of the top UK Michelin starred chefs who runs four restaurants in Cornwall sourcing local ingredients and through sustainable sources

3. What Does Sustainability Mean?

Social goals

- Community
- Benefits
- Participation
- Planning
- Education
- Health
- Employment
- Visitor satisfaction



Economic goals

- Economic benefits to locals and other stakeholders
- Economically viable industry
- Economically viable business

Environmental and research goals

- Maintain or expand
- Biodiversity
- Resource benefits
- Minimal resource degradation
- Acceptance of values
- Matching of supply and demand
- Adapt design

4. What Does Technology Mean?

Travel technology is the application of Information and Communications Technology in the travel, tourism and hospitality industry.

While travel technology includes computer systems, it also represents a much broader range of applications, at an increasing rate. Travel technology includes virtual tourism in the form of virtual technologies. Travel technology may also include as *e-travel* or *e-tourism*, in reference to "electronic travel" or "electronic tourism".

eTourism can be defined as the analysis, design, operating and application of IT and e-trade solutions in the travel & tourism industry; as well as the analysis of the individual economic processes and market structures and customer relationship management.

From a communication science perspective, eTourism can be also defined as every application of Information and Communication Technologies (ICTs) within both the hospitality and tourism industry, as well as within the tourism experience.

Travel technology is increasingly being used to describe systems for managing and monitoring travel.

Travel technology includes many processes such as dynamic packaging , that is a method used in package holiday bookings to enable consumers to build their own package of flights, accommodation and car rental instead of purchasing a pre-defined package.

5. The UK Framework For Sustainable Tourism

National Context

The vision of Visit England is:

To deliver authentic and distinctive destination experiences, with a clear focus on the needs of residents, visitors and the environment, which will contribute to a 5% growth, year on year, in the England tourism market by 2020. The objectives are:

- 1.** To increase understanding among decision makers and stakeholders of the economic, social and environmental value of effective destination management.
- 2.** To increase the number of areas implementing co-ordinated and focused destination management, with the aim of improving the performance of local visitor economies and generating wider local benefits, and
- 3.** To share best practice among strategic planners and practitioners to ensure high quality, integrated destination management strategies.

Regional Context

The former SW Tourism organisation had a vision that by 2015 the South West of England would be internationally recognised as a model tourism destination. This to be achieved by creating a unique balance between its environment, communities, industry and visitor satisfaction, while earning long-term economic, environmental and social benefit for the whole region. Whilst South West Tourism was disbanded in 2009 as part of a reorganisation of tourist services its vision continues to underpin that of VisitCornwall

Visit Cornwall Context

Cornwall's visitor strategy continues to develop in the context of the national and regional visions with a particular emphasis on the local economy.

It considers that Cornwall's Visitor Economy is a success. Sector investment has transformed Cornwall from a high volume, low value mass market to a higher value, lower volume and multi niche market that is far less seasonal.

Cornwall is ranked number one for visitor satisfaction, brand ranking, repeat business and loyalty.

Cornwall's strengths lie in its landscape, coast, beaches, heritage and culture, built on its distinctiveness. Visitors see Cornwall as having a unique identity, as a distinct region in its own right, and 'part of England, but not really England'.

Cornwall's weaknesses are well versed; there is a productivity challenge to end the traditional low pay, low output sector, to end reliance on part time, seasonal employment; to cease affecting local housing affordability and the strain on public services due to the 4.5 million staying visitor trips.

Its coastal towns and beaches get most of the visitor attention, the product elsewhere in Cornwall is less well developed and resourced. Its competitors are busy capturing new, high-spending customers and developing new and emerging niche markets, especially within cultural tourism, international visits and a year round offer.

Things are changing, not only in Cornwall. Reducing public sector budgets mean that future investment is more uncertain, making markets less reachable.

CoaST is a unique virtual networking partnership of tourism businesses within Cornwall that seeks to promote sustainable tourism practices. It encourages and promotes 'One Planet Tourism', as defined by the WWF. Essentially the concept recognizes that we have one planet. However, if everyone lived and consumed resources as we do in the West, we would need three planets. We have one!

6. The Eden Project

The Eden Project creates gardens, exhibitions, events, experiences and projects that explore how people can work together and with nature towards a better future. Their first project was to build a global garden in a crater that was once a china clay pit as a symbol of regeneration and the art of the possible. This 'Living Theatre of Plants and People' is an international visitor destination.

The Eden Project is one of the Landmark Millennium Projects marking the year 2000 in the UK.

Eden is an international visitor destination and learning organisation for all ages, abilities and interest groups. It is a demonstration of how people can work together and with nature.

Eden is perceived throughout the whole of Cornwall as being at the leading edge of sustainable tourism and an environmentally friendly organisation. It is renowned for its purpose and vision. It is well known throughout the UK and it is one of the top 10 places to visit when holidaying in Cornwall.

Eden's ethos is all about working together to create a sustainable environment.



Our students Hayley and Alesha at The Eden Project.



In the control room with the sustainability officer and chief engineer.

7. Little White Alice

Little White Alice is a unique complex of 6 beautifully furnished green cottages offering 5 Star Gold, luxury sustainable holidays.

Sustainability is at the core of every decision made at Little White Alice, from the materials they have used to build their holiday cottages to the renewable energy that runs the site. They believe sustainability doesn't have to come at the cost of luxury.

The site itself is very well equipped with a natural outdoor swimming pool, chemical free. Where you will also find a wood burning hot tub and sheltered fire pit.

In the 29 acres of land they also have a kitchen garden, nuttery and an orchard which will provide produce for the guests to enjoy.

The farm has wildlife and farm animals that guests, young and old can enjoy helping out feeding and other activities. They use foods that their farm animals produce such as the eggs from the chickens, meat for the pigs and seasonal veg. The land is kept well as they use animals to graze the land.

They seek to keep their carbon footprint down and source 50% of foods and produces within a 10 mile radius and supports other local businesses. They also source locally toiletries, linen, art and crafts and green cleansing products that are used to clean the cottages.

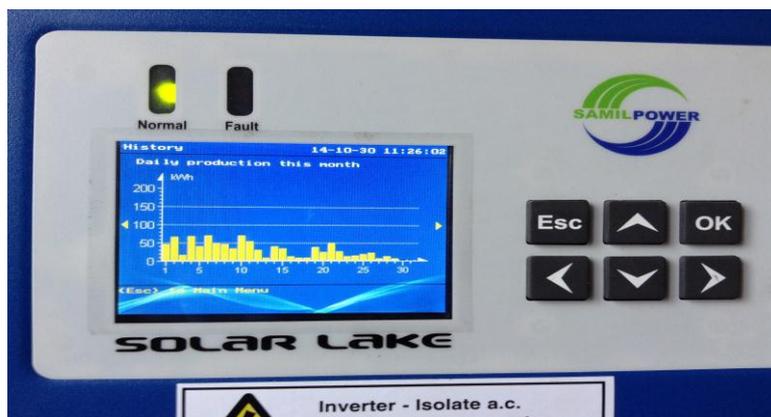
All waste and water from the cottages and around the site is filtered through their own reed bed system and comes out the other end as fresh as spring water.

Little White Alice is all for sharing their ways and educating others on their green initiatives. They were invited to The Green Build conference at The Eden Project where they took part in a seminar on sustainable tourism as part of CoAST, for which they act as an ambassador.

They have also been featured as exemplars of good sustainable practice in the Green Cornwall Show, by CoaST, Green Traveller, Premier Cottages, and

The Guardian Green travel List. Days have been hosted for their peers in the industry..

They have been used as a case study by Masters students from University College Falmouth. The team at Little White Alice are currently working with a student who is researching a Phd in Sustainable Tourism. Tours of the site including its renewable energies have been given to students from Cornwall Colleges Hospitality Foundation Degree.



Control panels at Little White Alice, displaying power outputs.

8. Scarlet Hotel

The Scarlet Hotel is a multi award winning hotel and spa set on the cliff-side on the North Cornwall coast. The central theme of the hotel philosophy is cherishing our world. This describes the planet and all the people on it. Its view of 'Our world' gives a more personal emphasis to the local part of that world. The hotel's philosophy is to cherish its guests, its staff, itself and the environment.

The Scarlet is committed to promoting sustainable tourism and operates a guest gifting scheme where it adds an optional £5.00 to accommodation booking which goes directly to support the visitor choice of one of the following causes:

- co2balance – helping to offset the carbon emissions associated with your travel
- Surfers Against Sewage – supporting the cleanliness of our seas and beaches
- The National Trust – specifically supporting projects along the North Cornish coastline
- The Community Fund – our charitable initiative which helps realise environmental and social projects in the local area
- CoaST: One Planet Tourism Network – focused on researching, promoting, and enabling sustainable tourism in Cornwall



Alesha and Hayley at the Scalett Hotel.

9. Nathan Outlaw

Nathan Outlaw is a Michelin starred chef based in Cornwall who has become a household name as a result of his years of high level cooking. He has two restaurants and a pub in Rock, Cornwall, one restaurant in Port Isaac, Cornwall and one restaurant in London all offering modern British cookery with a focus on outstanding British seafood.

Awarded 2 Michelin Stars for the past 5 consecutive years in the Great Britain and Ireland Michelin Guide, 4 AA Rosettes in the AA Hospitality Awards 2014-15 and placed 4th in the UK in the Good Food Guide 2015, Restaurant Nathan Outlaw is a seafood restaurant where the menu is driven by locally caught seafood and Cornish produce.

Outlaw's prides itself on locally sourced Cornish produce from sustainable sources and great service, making for a welcome and relaxed dining experience.

In August 2013, Nathan and his team opened Outlaw's Fish Kitchen in Port Isaac which has been awarded 1 Michelin Star in the UK & Ireland Michelin Guide 2015 and 2 Rosettes in their AA The Restaurant Guide 2015. The kitchen team serves small, original seafood dishes in a relaxed seaside setting.

Nathan also has an outlet in London with Outlaw's at The Capital, situated in Knightsbridge and awarded one Michelin Star in the UK and Ireland Michelin Guide 2014. The highest quality seafood is brought from around the country to be showcased in an intimate and comfortable environment.

Together, Nathan Outlaw and Cornwall College have built a close working relationship with Nathan currently employing eight Cornwall College apprentice or graduate chefs at St Enodoc. In 2012 they decided to work together on a project dedicated to educating and nurturing young talent. With a framework for a program based on the College's new VRQ

qualifications mixed with the time that Nathan and his suppliers could give freely Academy Nathan Outlaw at Cornwall College was born.

Nathan Outlaw is one of the 12 chefs contributing to the Great British Chefs apps using the latest app technology providing for sharing ideas, recipes, and recommendations. Great British Chefs is a premium digital publisher providing food lovers with over 1,600 recipes and cooking tips from 100 of Britain's best chefs. We work with more than 70 food bloggers, have a vibrant social media community of 500,000 and have published numerous award-winning apps.



Nathan Outlaw at Cornwall College

10. Analysis And Review of Research - Comparing the four enterprises in their vision, understanding and application of sustainability and the role of technology

A structured interview with each of the four enterprises was undertaken to provide an understanding of how each enterprise interprets the principles of sustainability and the role that technology plays in its application. The table below summarises the responses from the enterprises to the interview questions.

Question	Eden Project	Little White Alice	Scarlet Hotel	Nathan Outlaw
How would you define sustainability?	It is Eden's ethos to be sustainable. It's what we strive to be. We aim to demonstrate this throughout and how people can act together to become sustainable.	Sustainability to Little White Alice means 'Stepping Lightly on The Earth'. They don't use any Chemical, they plant wild flowers. They also keep bees and have their own animals. Being sustainable for Little White Alice also means to give guests a sustainable experience.	10 years ago the word 'sustainability' was a new thing. Over the years it has become more important to society and businesses, in addition to this so many different definitions have arisen. I feel that the word has been overused and needs redefining. Maybe the individual needs to figure it out of themselves and what it means to them.	Looking Forward. Things will get better for the future. Things are not going to be there forever so we have to look after them.
Would you consider your	Yes. We have numerous	A Simple – Yes!	Yes. Since the beginning of	A sustainable ethos

<p>business to be sustainable?</p>	<p>things around the site which helps us run and makes us sustainable.</p>		<p>the build we've wanted to be as eco-friendly as possible. Even from when we demolished the old foundations we tried to recycle as much materials as we could.</p> <p>We also have a natural swimming pool it has no chemicals added to it and it has its own reed bed filtration system. Even our indoor pool and hot tubs don't have harsh chemicals in.</p>	<p>underpins all aspects of the management of the five restaurants using wherever possible locally sourced ingredients from sustainable sources</p>
<p>How are you using technology to develop and sustain your business?</p>	<p>We have an on-site estate team who controls all of our energy consumption.</p> <p>In the control room, they have specially programmed computers that regulate energy and water levels throughout the site.. Eden uses an electrical pumping system in order to move the water from tank to</p>	<p>Little White Alice is 80% self-sufficient. They have their own energy, water and waste removal systems on their site.</p>	<p>We try to keep everything as sustainable as possible.</p> <p>The Scarlet is a purpose built eco hotel. We want our customers to have a luxury experience with little impact on the environment.</p> <p>They have their own energy, water and waste removal systems on their</p>	<p>Technology is used to facilitate logistics, accountancy, food safety , food production and staff. He uses iPhone to record the development of the dishes and then uses it to communicate iMessages and pictures.</p> <p>GPS systems are used to record where fish are</p>

	<p>tank. When water levels are low Eden can use the pump system to get the water back down to them from the reservoirs off site. Using technology here, it enables us to become sustainable by re-using water.</p> <p>On top of the biomes, there are vents that are powered by air compressors. Using electric gained from the solar panels, they are able to power the air compressors to open the vents. open overnight.</p> <p>Closed water circuits are used to heat biomes & site via heat exchange using condensing gas boilers.</p>		<p>site.</p> <p>Water efficiency is a high priority with recycling and use of grey waters where appropriate</p> <p>We have taken away things that usual hotels would have in their rooms like fridges and hospitality tray. If our guests would like anything they phone down to housekeeping and it is served personally to them.</p> <p>We use low level, low energy and LED lighting throughout the hotel which also has built in time control movement in all public areas. Also we have a building management system in place which continually monitors the amount of energy we use.</p>	<p>caught and then brought to table.</p> <p>Contributes to the Great British Chefs App</p>
<p>Do you work with any other organisations or areas within the tourism</p>	<p>The Eden Project has partnerships with many local, national and</p>	<p>They are ambassadors for CoaST and are World Heritage Site Champions</p>	<p>In our community fund there are 5 businesses that we support. We inform our</p>	<p>The marine conservation society, Cornwall College the Nathan Outlaw</p>

<p>industry to encourage tourists to act the same way as your company?</p>	<p>international companies. Here are just a few:</p> <p><u>Planet first</u> In 2013 Eden partnered with Planet First to create the Planet Mark, a new certification that is helping organisations of all sizes improve their sustainability performance. Planet Mark will bring sustainability into the centre of organisations, helping each one to reduce energy costs, engage employees and win business.</p> <p>Each organisation that signs up automatically supports the work of the Eden Project with 10% of fees going to the Eden Trust for sustainability education projects. In return, businesses receive the Eden Project branded Planet Mark to add to their</p>	<p>for the West Devon and Cornwall Mining World Heritage Site. They work with other companies working with CoaST to try and entice other companies to do what Little White Alice is doing. They also work with Universities in order to educate students on the principles of sustainability.</p>	<p>customers about these and they can decide to support them if they wish.</p>	<p>Academy and the Responsible Fishing Scheme.</p>
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	<p>marketing communications.</p> <p><u>Cornwall Sustainable Building Trust</u> The Cornwall Sustainable Building Trust will shortly be building their Green Build Hub at the Eden Project. This is a building designed as a test bed for sustainable construction, including replaceable wall sections, living roof panels and numerous renewable energy installations, all of which they will be monitoring and displaying to the public.</p>			
<p>Do you have any campaigns currently going to encourage visitors to act as sustainable tourists?</p>	<p>Eden holds events throughout the year to get the public involved and to gain more knowledge. In April 2013 Eden held an Electric Bike Show. This</p>	<p>Little White Alice run a campaign for all of their guest called 'Be a Greener Guest'. They try to get all their guests to be sustainable, for example; there is a wood burning hot</p>	<p>The Guest Gifting Scheme. The Scarlet is committed to promoting sustainable tourism; therefore we have added an additional £5.00 to the accommodation</p>	<p>Nathan Outlaw- Brand. He demonstrates overtly sustainability. He works with Sharps brewery using innovative technology for brewing.</p>

	<p>gave visitors the chance to test out the latest trends and had the opportunity to test ride the bikes each day during the five day show.</p> <p>Eden also encourages Education on-site. Throughout the year Eden welcomes Schools from all over to visit, learn and take part in workshops designed for students from foundation stage right up to A-levels. Eden also runs courses for adults and professional learning and as part of an MSc sustainability course with Anglia Ruskin university.</p>	<p>tub on site and the guests must go and collect the wood themselves.</p> <p>They make sure that guests don't have to go off site too much for anything, so they provide as much as possible on the site.</p>	<p>booking which will go directly to support the customer's choice of one of the following causes:</p> <p>Also another way we encourage sustainability is our eco discount- 10% off their room on their first night if they travel to The Scarlet not by car.</p>	
<p>Have you developed ways in which technology is supporting sustainability at your business?</p>	<p>Everything that we do here is supported by technology and is run sustainably. The electricity, the composter, the solar panels, the water system and gas.</p>	<p>Yes, spoke about in another question.</p>	<p>We used to have red hot tubs. They used to be wood fired and it was hard to maintain the temperature.with smoke going in the direction of our neighbours.</p> <p>Now we have replaced</p>	<p>IPhone connects 5 outlets by picture messaging. Cloud base and Dropbox to centrally locate documents i.e. Recipes. He employs over 70 staff. Nathan has a website for his staff where each employee has to log in individually to find</p>

			them with new Cornish wood fuelled hot tub using logs from a local, FSC timber company	induction notes, staff handbooks and team pages.
Do you believe that tourists are educated well enough on the idea of technology and sustainable tourism?	Seeming as Eden is an educational charity, when visitors come here they leave with more knowledge and insight of Eden and the sustainable background and hopefully pass it on to others.	They are definitely more educated after they leave. The Little White Alice experience is to promote sustainable living.	No. but I believe people choose The Scarlet over others because we are green. Their values and principles are as good as ours. When we show people around and they learn what we do here at The Scarlet they then take that away with them.	No definitely not on Sustainable Issues.
Do you think visitors know what sustainable means?	Not always 100% but they definitely do once they have visited.	Again, they do after they leave Little White Alice.	We try to deliver our 3 components and still be sustainable. It is a challenge to deliver a luxury experience and still keep our values and philosophies'. We try to get the message across of our underpinning values.	Broadly but not the depth of it.
If you class yourself as sustainable, is it expensive to run a sustainable	Yes Eden is., if anything it saves money in the long run.	No, it is much cheaper. Because of all the energy that Little White Alice	The initial cost of the project was expensive, yes. But in the long run is it	Initially the investment is high, you have to have a long term view- Long

business?		produce, they are able to sell lots of it back to the national grid. So instead of spending out on energy bills, they make £2000 each year. Although the initial cost of the build was a lot more than normal, it will eventually be worthwhile and they will be making much more money than what they spent out to build on it.	saving us money.	evity and commitment to sustainability will pay off.
What role does technology play in making you a sustainable business?	It helps regulate energy levels and helps maintain the equipment used at Eden.	Technology is key. If there was no technology then Little White Alice wouldn't be sustainable. There is only one negative thing about the technology and that is, where can they store all this renewable energy they are making. They are looking to invest in energy storage.	Our technology is critical in the running of the business and has a huge effect.	It gathers information, communication, waste and getting the correct information from the right people.

11. Visit Cornwall Perspective on Technology and Sustainable Tourism

In our discussions with the head of Visit Cornwall, Malcolm Bell, he explained their role with reference to three specific areas:

1. Promote Cornwall as it is the number one holiday destination in the UK
2. Helping industry to be sustainable
3. Shape the overall development of tourism to deliver a vibrant, healthy and sustainable industry over the coming decades

Our questioning of Visit Cornwall was focused on establishing the context for developing further the use of technology in delivering sustainable tourism within which our four case study enterprises could be considered. The Visit Cornwall perspective is set out in the table below.

Question	Malcolm Bell, Head of Visit Cornwall
How much of the income generated in the County actually stays here and how much is leaked out by unsustainable spending decisions	Overall about half the money stays in the County. Of the other half probably half could stay in Cornwall. There is a lot of difference between the different types of tourism businesses. Local award winning businesses retain some 80 to 90 per cent whereas national chains such as Premier Inn and Travelodge only some 30 per cent stays in the county.
Are the established sustainable tourism organisations using technology effectively in order to help them be	There are more businesses in Cornwall than the rest of the UK accredited with the Green Tourism Business Awards Scheme reflecting the level of smart

<p>sustainable</p>	<p>technology applied partly to save money and partly for marketing purposes. Cornwall is leading the UK and held up internationally working hard on this sustainable activity.</p>
<p>Is enough being done in Cornwall to educate businesses about how technology can help them be sustainable</p>	<p>No, not enough. About 3,500 tourism businesses in Cornwall of which some 90 per cent are run by the over 50s. That in itself creates problems with lack of education in IT for that age group. Every year technology moves on so there is a lot more we can do to help people understand the opportunities associated with technology.</p>
<p>What role does technology play in making a destination sustainable. Do the threats of using new technologies outweigh the sustainable opportunities</p>	<p>No. For example the carbon footprint of Cornwall arising from the amount of journeys taken. One of the things we are looking at is smartphones and apps with a view to avoiding pointless journeys through helping people to plan and educate them as to what they can do.</p>
<p>Are tourists aware of how much more they could potentially contribute to Cornwall's economy and at the same time improve their own visitor experience</p>	<p>They are aware, but about a third of visitors are repeats and come every year, about a third less regularly but love Cornwall and the remaining third are new visitors or come about every five years. So two thirds of our visitors do love Cornwall and thus we have a large and loyal customer base to work with, educate and help them to make us more sustainable in Cornwall</p>

Is the average visitor's idea of being sustainable limited to going to a visitor attraction that educates people on the importance of sustainability but then staying in an international hotel rather than a local guesthouse

Sometimes these conflicts do occur. But Cornwall is very fortunate in that it does not have any significant number of international hotels. The larger and newer hotels tend to be family owned and run such as the Scarlet, which is winning awards. The greatest attraction of Cornwall is its environment so its very good to have an environmentally friendly hotel. But there is always more that can be done.

12. Conclusions

The four case study enterprises cover a range of tourist related activities, each of which may be viewed as having the principles of sustainability underpinning their respective visions, management and operational practices, visitor engagement and marketing. Technologies appropriate to their enterprises have been applied in developing their business models and can be described as leading edge in the context of addressing the issues identified by Visit Cornwall in achieving an appropriate balance between the sometimes conflicting but often synergistic economic, social and environmental relationships that dictate the journey down the road towards delivering their visions of a truly sustainable visitor experience and contributing to the long term sustainability of the tourist industry in Cornwall.

But, as noted by Malcolm Bell of Visit Cornwall, there are many tourist focused businesses in Cornwall that have to date made only tentative steps, if any at all, down that road. Technology can move at a pace that outstrips the business understanding of how it can contribute to their continuing viability in a world where competition and available resources may well undermine the business model that may be established on a world that has moved on. The four case study enterprises demonstrate the importance of embracing sustainability principles and investing in their delivery with the initial upfront costs more than balanced by the medium and longer term benefits arising. That understanding of the costs and benefits is critical in the planning for making that journey down the sustainability road recognizing that there is not one size fits all to what makes up a sustainable business. The lessons learned from the four case study enterprises is that they have sought to tailor their plans to a particular vision of sustainability that will differ in their focus on the experience they deliver to visitors but recognizing and reflecting the sustainability ethos.

The economy of Cornwall is dependent on tourism. As explained by Malcolm Bell, Cornwall has attracted and continues to attract recognition for its

environment and visitor experience. However, it is clear that in developing its sustainable credentials there needs to be a greater focus on educating tourist related businesses on the benefits to them of adopting technologies appropriate to them that support sustainable practices. Equally important is the need to promote sustainability practices to visitors to increase their understanding of how they can enhance their experiences laying the foundations for maintaining and improving upon the love that the very large majority have of the Cornish experience. Without the investment in sustainable technologies and the associated education to increase awareness and understanding doubt may be cast on whether Cornwall can sustain its position as the leading UK destination of choice. The four case study enterprises demonstrate what can be achieved. The lessons learnt from these and other such enterprises need to be rolled out across the whole of the tourism industry base.