

# Green Tourism Business Scheme in Kent



The Green Tourism Business Scheme (GTBS) is the largest and most successful environmental accreditation body of tourism related businesses in Europe, and now has over 1,500 members in the UK.



Charing Bowl Lane

The GTBS recognises and rewards environmental and social best practice among tourism providers. One of the most well received benefits has been the identification of potential cost savings obtained from conserving energy and water, minimising waste and encouraging local purchasing.

## Green accreditation

'Tourism South East (TSE) introduced the GTBS to the South East through a number of pilot projects, including one in Kent launched by the Kent Downs AONB Unit. TSE continues to strongly support the scheme and Visit Kent is supporting Kent's members in their marketing and promotional activities.'

To gain GTBS accreditation, businesses are assessed once every two years by registered environmental auditors, each of whom have considerable experience in tourism. Businesses are graded against over 120 measures of best practice, ranging from energy conservation, water use,

waste minimisation and nature conservation to purchasing, marketing education, interpretation and community support, resulting in the following awards:

### BRONZE

Good basic environmental practice

### SILVER

Very good environmental practice

### GOLD

Excellence in environmental practice

As well as providing a networking forum and marketing opportunities, the scheme enables businesses to identify economic and other benefits from improving environmental and social awareness and practice. Membership ensures continual support in the form of information and training on all areas of environmental and social responsibility.

### Contact:

**Kent Downs AONB Unit:**

**01303 815 170**

**[www.kentdowns.org.uk](http://www.kentdowns.org.uk)**

**[www.green-business.co.uk](http://www.green-business.co.uk)**



Doddington Village

## The Kent Downs Area of Outstanding Natural Beauty (AONB) Unit

The Kent Downs is one of 39 Areas of Outstanding Natural Beauty in England and Wales. The Kent Downs AONB Unit supports businesses and services that continue and add to the vibrancy of communities – particularly where they conserve and enhance the natural beauty of the Kent Downs and contribute to people's understanding and enjoyment of the AONB.

The Unit can provide a wide range of advice covering farm diversification, community and environmental funding, managing traditional orchards and the development of sustainable tourism. This advice is available to residents, local businesses, farmers and landowners, developers, architects, planners and designers.