

# SUSTAINABLE SCOTLAND

## **Achieving a Greener Scotland**

Through Smarter Choices Smarter Places the Scottish Government is working to increase active travel and public transport use and tackle transport emissions.

## **Sustainable Tourism**

VisitScotland are committed to ensure that visitors can fully enjoy their holiday experience while at the same time doing their bit to preserve our nation's unspoilt natural beauty and cultural heritage for future generations.

Here are a few ideas how your clients can contribute during your stay:

## **Getting here and around**

The choice of transport mode has a great impact on the environment. Where reasonable, we encourage you to promote the use of trains and ferries instead of planes and to consider public transport or environmentally friendly vehicles for your clients' touring.

## **Accommodation and Services**

Watch out for the Green Tourism Business Scheme logo – the national sustainable tourism certification for the UK. By choosing accommodation providers, tour operators, attractions and other business that display this logo you support those demonstrating environmental good practice.

## **Our Natural Environment**

When visiting the great Scottish countryside, encourage your clients to try and avoid causing damage or disturbance to flora and fauna and ensure any rubbish is disposed of responsibly.

Further guidance is available by consulting the Scottish Outdoor Access Code.

## **Our Cultural Heritage**

Encourage your clients to be sensitive to the historic and often fragile character of our heritage attractions and respect local signposting and advice. Wherever appropriate we encourage visitors to choose locally produced goods and use local trades and services.

*Scotland.  
Welcome to our life.*

**Want to know more about Scotland?**

**International Marketing Trade Team**

**Email: [tradepromotions@visitscotland.com](mailto:tradepromotions@visitscotland.com)**

The information contained in this publication is correct at the time of going to print. VisitScotland can accept no responsibility, for any errors or omissions contained in the publication.

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