



Sustainable Tourism & Conventions Action Plan

Glasgowlife

This plan is a first phase Sustainability Plan for Tourism & Conventions in Glasgow. It sets out key short to medium-term actions which focus on driving and supporting change across the sector.

As the strategic lead for tourism and conventions, Glasgow Life's role is to support our city to adopt a cohesive and balanced approach to managing our destination's visitor economy. We aim to develop the tourism and conventions sector to benefit our citizens, our economy and environment. The actions in the sustainability plan align with our commitment to Tourism Declares a Climate Emergency and the Glasgow Declaration to take Climate Action.

The actions within this plan feed into and directly

- support the [Glasgow Tourism & Visitor Plan 2023](#)
- support [Glasgow's Climate Plan](#)
- support the national tourism strategy [Scotland Outlook 2030](#)
- align to [UN Sustainable Development Goals](#).

Rationale

Pre-covid the world's tourism economy had many weaknesses including an over-reliance on seasonality, excessive focus on volume and value, increasing overconsumption and all whilst contributing carbon emissions which equated to around 10% of the global output.

As our industry works hard to renew itself, it is important that we support the sector to adopt more sustainable practices.

Strengthening their capacity to be resilient, responding to the demands of customers and showing that tourism can have a positive impact and help to meet net zero ambitions are all key fundamentals.

We are no longer in the position to do nothing; we know we must act.

We aim to do this by working through three strategic areas:

Building a Sustainable Tourism Sector

Supporting industry to be more sustainable through training, accreditation and signposting to resources.

Developing Our Sustainable City Offer

Working with internal teams and external stakeholders to strengthen our sustainable credentials and adapt our processes to champion green change.

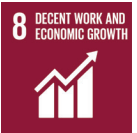
Showcasing Our Sustainable City Destination

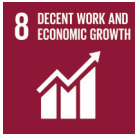
Translating the green conversation to actions which are meaningful, free or low cost. Avoiding use of jargon, celebrating, and promoting successes in the industry.

Glasgow Life has responsibility for key elements of destination management and will continue to work closely with stakeholders, industry, and services as we strengthen our sustainable and responsible visitor economy.

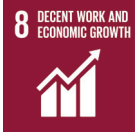
The table overleaf sets out the priority actions for Tourism and Conventions and how they contribute to the successful delivery of other city sustainability plans.

Building a Sustainable Tourism Sector

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
1. Glasgow's Food Revolution: support hospitality businesses to minimise food waste and offer increased menu options which are local and seasonal.	    Glasgow Climate Action Plan Priority 1 & 2 GTVP 2023 Destination Marketing & Customer Experience	1.1. Work to support the promotion of restaurants and venues that offer local, organic, seasonal menus 1.2. Work with and promote restaurants accredited with a Taste Our Best award scheme 1.3. Utilise our Food Ambassador role to raise the profile of minimising food waste 1.4. Support net zero activity on food and drink	The number of Taste Our Best accredited restaurants. (Baseline April 2022: 12 accredited venues, aim to increase to 20 by March 2023) Aim to reduce food waste by 10% by 2023 with Taste Our Best accredited restaurants and unusual venue partners.	March 2023	Experience Glasgow

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
2. Sustainable and Accessible Businesses	  Our Thriving Places & Our Memorable Experiences Glasgow Climate Action Plan Priority 1 & 2 GTVP 2023 Strategic Partnerships & Customer Experience	2.1. Support businesses to access VisitScotland funding for green accreditation 2.2. Engage with industry partners to identify the key issues for them to enable sustainability prioritisation that our sector can really own. 2.3. Help with the rollout and promotion of any funding, signposting our members and arranging info toolkits/ sessions 2.4. Work with VisitScotland to offer training materials and inspiration on sustainable and responsible tourism 2.5. Develop updated customer service offer - which incorporates information and signposting on sustainability and accessibility 2.6. Develop itineraries with sustainable / accessible businesses	70% of city centre hotel rooms to be signed up to a green accreditation scheme by March 2023 60% of leisure & business members to have green credentials and online accessibility guides Additional eco-trips added on consumer website GDS Index ranking	March 2023	GL VS SE GCC / AccessAble

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
		2.7. Work with VisitScotland/AccessAble to encourage tourism businesses to participate in accessibility audits and training 2.8. Continue to be a leading conference destination for the medical and life sciences field, by supporting delegates living with certain medical conditions to attend their own UK, European or international conferences in our city 2.9. Promote Glasgow's growing list of social enterprise businesses via our delegate schemes 2.10. We will monitor on average salary rates in the hospitality sector against GCC's theme of inclusive growth.			

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
3. Improve environmental and social impact of tourism and conventions via our suppliers / supported partners	   Our Thriving Places Glasgow Climate Action Plan Priority 1 & 2 GTVP 2023 Strategic Partnerships & Customer Experience	3.1. Encourage our member DMCs and PCOs to create their own sustainability policy, share it publicly, and have it signed by their executive. 3.2. Monitor feedback from our conference organisers on their perception of Glasgow as a sustainable and healthy meeting destination. 3.3. At least 50% of all conference supporting programmes will have sustainability aspects included by the end of 2025. 3.4. Support the development of a new Events strategy for Glasgow	80-90% of DMCs and PCOs to implement sustainability policy GDS Index ranking	March 2023	GL

Developing Our Sustainable City Offer

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
4. Maintaining our city's sustainable credentials	    Glasgow Climate Action Plan Priority 3 GTVP 2023 Strategic Partnerships & Destination Marketing	4.1. Retain EarthCheck Bronze status 4.2. Maintain a top 5 position on the Global Destination Sustainability Index of global tourism and events cities 4.3. Retain Glasgow's Sustainable Food Places accreditation 4.4. Glasgow Convention Bureau (GCB) will continue to be a supporter of the Net Zero Carbon Events Initiative and signatory of the Pledge 4.5. Continue to be signed up to Glasgow Declaration on Climate Action in Tourism and Tourism Declares a Climate Emergency	Earthcheck Bronze status accreditation Top 5 position on the GDS Index Pledge to Net Zero Carbon Events Initiative Retain Glasgow's Sustainable Food Places accreditation Glasgow Declaration on Climate Action in Tourism Tourism Declares a Climate Emergency	March 2023	GL GCC

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
9. Measurement & Evidencing	 	9.1. Explore new social / environmental measures e.g. city cycle lanes, new green spaces/nature reserves, increased pavement space which enhance the tourism offer	Change in distance of city cycle lanes Measures developed as part of Tourism Observatory	March 2023	GL GCC VS
		9.2. Measure and monitor these and incorporate them into our regular reporting to industry			
	 Our Thriving Places Glasgow Climate Action Plan Priority 5 GTVP 2023 Leadership & Strategic Partnerships	9.3. Support the Tourism Observatory to enable greater benchmarking across all Scottish destinations			

Showcasing Our Sustainable City Destination

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
10. Comms / Enhancing wider sustainable choices to our city visitors	      Our Thriving Places & Our Memorable Experiences Glasgow Climate Action Plan Priority 1, 3, 4 & 5 GTVP 2023 Strategic Partnerships & Destination Marketing	10.1. Develop our online active travel options with a transport hierarchy, giving visitors more choice e.g. electric vehicle options 10.2. Work with public transport operators to support visitor itineraries e.g. First Bus SEC map 10.3. Promote the locations of the city's Scottish Water Refill Taps to delegates, residents and visitors. By adding online and in delegate welcome packs 10.4. Increase coverage of sustainability on PMG website – to raise awareness, celebrate best practice, make it easier for businesses to get involved / be inspired. 10.5. Promoting Glasgow's vegan / vegetarian / wild game / sustainable seafood offer 10.6. Promote Glasgow's Sustainable Food Places accreditation and include social enterprise and local food Pantries in delegate food options	15 x social media posts / blog / PR releases 10 x member showcase features on social media to highlight member green credentials GCB – 2 x bespoke sustainable stories User numbers to PMG Eco breaks section.	March 2023	GL

Theme / Objective	Strategic alignment	Tourism & Convention Actions	Measure	DDL	Lead
		10.7. Continue to develop the GCB on-line toolkit which identifies leading sustainable businesses across the city so organisers can easily choose greener services 10.8. Continue to promote green spaces, outdoor activities and volunteering in community parks and gardens to our conference delegates 10.9. Continue to promote and develop the Hybrid Glasgow offer for conference organisers			



Anna Young

Senior Tourism Manager

Glasgow Life - Tourism

anna.young@glasgowlife.org.uk

Tel. [07551 270 816](tel:07551270816)