

## 8.0 ENVIRONMENTAL MANAGEMENT PLAN

It is recommended that the hotel seek Green Globe certification. Green Globe came into being in 1994 and has been recognised by the tourist industry and governments as the only global environment programme for travel companies and destinations. It proposes ways that make use of our environment without damaging it and ways that allow all local people to benefit from tourism without destroying their culture.

It operates on the following principles;

1. **REDUCE YOUR COSTS** - All companies can reduce their energy water and waste related costs. A company that has recently implemented an energy management system can expect to **reduce energy costs by at least 25%**. Similar cost reductions can be achieved by employing the Green Globe 21 system to water consumption and waste production.
2. **REDUCE YOUR IMPACT ON THE ENVIRONMENT**- Reduced environmental impacts means reduced costs and a better product with broader market appeal. The Green Globe 21 system helps your company conform with environmental legislation and provides a good foundation for building your company's future business.
3. **WIDEN YOUR MARKET APPEAL** - Green tourists make up one of the fastest growing segments of the market. By joining Green Globe 21 your business is promoted on our website and you are able to use the Green Globe 21 logos on your marketing and publicity material to demonstrate your commitment and performance with respect to environmental issues. This can widen your current market appeal,

reduce seasonality and attract more environmentally sensitive customers.

4. **IMPROVE YOUR QUALITY** - The Green Globe 21 System can improve the quality of the customer experience by putting into place a culture that embraces sustainability (economically, environmentally and socio-culturally). All members of staff are brought into the environmental policy and management system. The system also provides mechanisms for letting your customers know about your approach to environmental issues.

*Adapted from Green Globe 21 [www.greenglobe21.com](http://www.greenglobe21.com)*