

TABLE OF CONTENTS

Section 1 Introduction to Sustainable Tourism

Definitions of Sustainable Tourism	1
Importance of Sustainable Tourism to the Mourne AONB	2
Map of the Mourne AONB3 Conservation Designations within the AONB	4
World and European Charters for Sustainable Tourism	5
12 Principles of Sustainable Tourism	6
Why get involved in Sustainable Tourism	7

Section 2 Your Tourism Product and the Mourne AONB

Introduction	1
Examining your tourism product	2
Understanding Your Market	3
Choosing Target Visitors	4
Providing for Specific Visitor Types	5
Information Provision	6
Partnership and Sharing Information	8
Local Information on Visitor Opportunities in Mourne	9
Sensitive Promotion of your business and the Mourne AONB	11
Action Checklist	14

Section 3 The European Charter – A Process Towards Sustainability

Introduction	1
Section II of the Charter – for tourism businesses	2
5 Steps to Reaching the Charter – for tourism businesses	3
Attaining the Charter – Multiple Benefits	4
The Text of Section II of the European Charter	5

Section 4 Environmentally Friendly Business

Introduction	1
Conserving Energy	2
Conserving Water	6
Cutting Waste	8
Minimising Pollution	14
Green and Ethical Purchasing	16
Going Green – Action Checklist	19
Ecolabels – Striving for Excellence in Environmental Practice	22
Sources of Information on Green Products	25
Protecting the Mourne Landscape	27

Section 5 Mourne Tourism Sector – Working Together

Introduction	1
Supporting the local economy	2
Case Study : Promoting Local Produce	3
Case Study : Collaboration developing new business opportunities	6
Case Study : Slow Food	7
Case Study : A Sustainable Tourism Forum	8
Useful Names and Addresses	9
Improving this Manual	10
Expression of Interest in Mourne Sustainable Tourism Business Forum	11