



Beacons of Effective Sustainable Tourism

Tough questions. Real answers.

Transform the way your tourism business operates!

Have you ever wondered what else you can do, beyond changing light bulbs and buying locally, to become more sustainable? Do you want to learn how you can reduce water consumption, introduce carbon-offsets to your operation or engage the local community in a more meaningful way? Have you taken the time to *really* consider how climate change will change your business?

Join us to answer these and many more questions.

The two day ***Beacons of Effective Sustainable Tourism*** program will guide tourism business owners and managers through a series of checklists and resources as they build their own 'sustainability action plan'. You will consider and examine the three pillars of sustainability – economic, environmental, socio-cultural – to provide a balanced and holistic approach to achieving and improving sustainability.

- ✓ Hear from local operators on how sustainable practices have changed their businesses for the better...higher margins, lower costs, and new markets while caring for our tourism resources!
- ✓ Learn how to calculate and measure the impact of changes on both the world around us and *your* bottom line.
- ✓ Explore a wealth of resources to implement *your* sustainability action plan customized by you for your operation.
- ✓ Get exclusive access to post-course materials and support.

WHO IS THIS WORKSHOP FOR? Owners, managers and operational decision-makers of small and medium tourism businesses.

WHEN IS THIS WORKSHOP HAPPENING? Coming Soon!

Questions? Contact Us!

GMIST:

Phone: 709-458-2481

E-mail: info@gmist.ca

Website: www.gmist.ca