

CASE STUDY

Green Business is Good Business

GREENERFUTURES

For more information contact:

Conservation Corps
Newfoundland and Labrador
267 Duckworth Street,
St. John's, NL
A1C 1G9

Phone: 709-729-7267

Fax: 709-729-7270

Email:

contactus@conservationcorps.nf.ca

Website: conservationcorps.nf.ca

Scottish Tourism

Case Summary

Three good examples of the application of green tourism practices within the Scottish Tourism Industry are discussed here. Each is a small business that embraces green business practices. They benefit financially from the savings they make and find that environmentally friendly behaviour attracts a loyal customer base.

Lochside is a small bed and breakfast establishment based in a spacious Victorian country house overlooking the Loch and Cheviot Hills. Most visitors stay only one night so there is a lot of washing to do. In 1999, the owner replaced laundry detergent with Eco-Balls. The Eco-Balls contain mineral oxides that reduce surface tension and release dirt. These reduce phosphate pollution and make a rinse cycle unnecessary. Energy savings and the elimination of detergent costs make the Eco-Balls a valuable cost saving measure for Lochside.

The Mansfield House Hotel provides luxurious accommodations in a family run hotel just north of Inverness. The building itself was constructed in the 1870's and still retains many of its original Victorian features. The 4 star hotel incorporates good environmental practices that help to reduce overheads. For example, to reduce waste, shampoo and bath gel in the guest rooms is supplied in small pottery containers. The avoidance of individual packaging saves the cost involved in purchasing plastic bottles and reduces product waste. Local craft items are purchased for this use and other needs in the hotel. Local produce is also used in the hotel.

Culdearn House regularly recycles glass bottles, paper and tins through local facilities. Cardboard boxes are re-used, worn textiles are used for cloths, and a compost bin is used for green waste. These activities have diverted over 50,000 litres of garbage from the landfill saving the business over 300 English pounds in waste management costs per year.

Benefits

Business -- Reduces overheads, reduces waste costs

Environment -- Less waste goes to landfills, less pollution of local waters

Customer -- Fresher, healthier meals, environmentally friendly accommodations, a cleaner environment

Community -- Lowered demand on community landfill, preservation of countryside and increased visitor interest

Source Tourism and the Environment < www.greentourism.org.uk >