

# { RESPONSIBLE TOURISM }

RESPONSIBLE ★ ETHICAL ★ SUSTAINABLE



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# Overview



## The REST scheme is based on 3 pillars; Responsible, Ethical and Sustainable.

The REST accreditation is applicable whether you cater for delegates in a conference venue, a corporate hotel for business travellers, operate an attraction for families, run an experience for sports enthusiasts, a café for day trippers or leisure accommodation for all.

We are looking for **best practice**, to see that you are doing as much as you can do in your environment. Examples of our assessment criteria are listed below.



### Responsible

#### Corporate Social Responsibility (CSR), Community and Involvement

- Relationships with the community.
- Involvement with charity.
- Improving the quality of life of local people.
- Promoting local crafts, products and services.
- Active involvement in environmental or community initiatives.



### Ethical

#### Inclusivity and Integrity

- Equal opportunities.
- Accessibility policy and practice.
- Equality policy and practice.
- Cyber security.
- Educating your community.
- Staff benefits.
- Staff wellbeing.
- Training.



### Sustainable

#### Environmental and Economic Management

- Waste.
- Pollution.
- Energy consumption.
- Water.
- Carbon footprint.
- Own energy generation solutions including renewable energy.
- Sustainable developments such as development of green space for guests.

# Guide



## Scoring Mechanism

Points out of 10 will be awarded for each question. If a question is difficult for you to fulfil because of external ownership, legacy issues or relevant practise, for example a 12th century building with energy saving issues, you will still be scored out of 10 (we expect you to do as much as you are able), but points can be offset by excellent practice in other questions or pillars, or between pillars.

We have worked the criteria in order to make it consistent for all businesses. We appreciate however, that a number of criteria won't be applicable to some small, boutique or innovative businesses because they simply won't exist. In the event that criteria are immeasurable, a "not applicable" option has been added which will deduct those particular questions scores from the totals. Equally, if our Assessors note innovative practices becoming more common, they may be added to the scoring criteria and/or extra bonus points awarded. We will share best practice across the participants in the scheme to support everyone in improving their contribution.

### Responsible

#### Corporate Social Responsibility (CSR), Community and Involvement

1. How do you work/support your community?  
Example: Collaborate, support and promote local businesses/initiatives/events.
2. How do you communicate and educate your network and your customers? Example: How to do you collaborate and publicise initiatives or community issues or events to your guests and staff.
3. How do you source and procure responsibly?  
Example: How you buy your food and drink, how you work with local tradespeople and your supply chain as a whole.

### Ethical

#### Inclusivity and Integrity

1. How do you employ responsibly and ethically? Example: Locally with disabilities or no experience, training and development, living wage etc.
2. How do you welcome all guests, what do you do that supports inclusivity? Example: Access statement/advice, information in different formats, facilities that welcome different types of guests.
3. How do you check the practices of your supply chain? Ethical Procurement? Example: Purchasing through businesses responsibly, paying ethical prices, and expecting ethical practice.

### Sustainable

#### Environmental and Economic Management

1. How do you reduce energy, regardless of mains or renewable? Example: Recording of quarterly bills/usage/smart meter, LED lighting, sensor lighting, A++ rated or equivalent.
2. How do you measure your carbon footprint? And what actions do you take to keep improving? Example: Using online website measurement tools / carbon footprint offsetting etc.
3. How do you reduce waste? Example: Regular recording of amounts of waste, particularly those to landfill, look at alternative packaging or no packaging, reduce or remove single use items, higher quality when purchasing.

# Accreditation

Our aim is that achieving REST should require commitment and effort. We want you to stretch your business each year to drive your REST performance and to keep challenging yourself, your team, your customers and community in order to contribute and achieve by leading from the front through innovative initiatives and achieving high goals.

In return, we have three REST Marques; Green, Silver and Gold.



# REST Easy...



So how do you pitch REST to your customers in line with your core values? Here is our suggested concept which can be personalised and adapted to your business...

**"REST Easy...** Look for the REST Marque to be sure that the accommodation, attraction or business venue you are visiting has demonstrated their commitment to the environment, their staff and the local community."

# Application

If you wish to apply for REST accreditation and would like to receive our questionnaire in order to prepare for our visit, please get in touch:

**t: 0845 300 6996**

**e: [hello@qualityintourism.com](mailto:hello@qualityintourism.com)**

**w: [www.qualityintourism.com/quality-assessment](http://www.qualityintourism.com/quality-assessment) or [www.restourism.com](http://www.restourism.com)**

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