

# Tourism operators responding to climate change

## case study series

### Summary

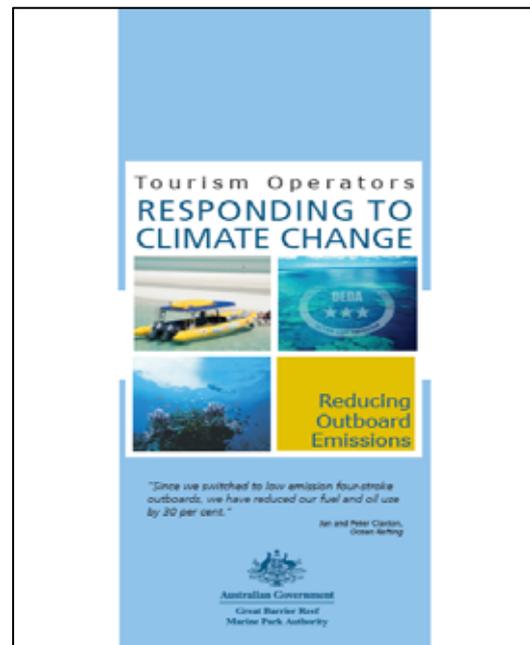
The *Tourism Operators Responding to Climate Change* case study series has been developed specifically for Great Barrier Reef marine tourism operators. The case studies provide practical information and examples to assist tourism operators to respond positively to climate change. They cover a range of topics such as green purchasing, becoming carbon neutral, certification and the efficient use of outboard motors.

### Background

Great Barrier Reef marine tourism operators are becoming increasingly aware of the effects climate change will have on their business. To respond to the challenge of climate change, tourism operators are interested in adapting their businesses to reduce their carbon emissions and make their operations more cost effective. A survey of marine tourism operators on the Great Barrier Reef found that 24 per cent of operators listed 'not enough information available' and 10 per cent listed 'that they don't know enough', as a barrier to taking action on climate change. The *Tourism Operators Responding to Climate Change* case study series was developed, in conjunction with other initiatives, to meet this need.

### Objectives

- To provide tourism operators with practical step-by-step information on a range of ways to reduce their carbon emissions
- To showcase high performing tourism operators on the Great Barrier Reef and highlight best practice in reducing carbon emissions and adapting to climate change



*The Reducing Outboard Emissions case study*

**Project name:** Tourism operators responding to climate change, case studies

**Project number:** 3.2A.402.9.08

**Objective:** Assist tourism operators make practical operational changes in the face of a climate change future.

**Years** 2008-2009, 2009-2010

- To highlight the many benefits of reducing carbon emissions and empower tourism operators to take action
- To raise the industry environmental standard.

The case studies contribute to the following objectives of the Great Barrier Reef Tourism Climate Change Action Strategy: 1.1 *Raise awareness of Reef marine tourism operators about climate change* and 1.1.3 *Highlight success stories.*

## Activities

Engaged Management Solutions Pty Ltd to prepare four case studies that included profiles of industry climate change leaders.

## Outputs

Easy to read, step-by-step case studies covering the following topics:

- Reducing Outboard Emissions
- Becoming Carbon Neutral
- Green Purchasing
- Certification: Recognising Best Practice.

*The Whitsunday Charter Boat Industry Association Climate Change and Sustainability Committee were featured in the Green Purchasing case study*



*Southern Cross Sailing Adventures were featured in the Certification: Recognising Best Practice case study*

## Outcomes

These case studies showcase the sustainability conscience of the Great Barrier Reef tourism industry and will help and encourage other tourism operators to follow suit.

## Highlighting the positives

**An extract from the Reducing Outboard Emissions case study:**

*“Since we switched to low emission four-stroke outboards, we have reduced our fuel and oil use by 30 per cent”*

**Jan and Peter Claxton  
Ocean Rafting**

*Ocean Rafting were featured in the Reducing Outboard Emissions case study*



*Big Cat Green Island Reef Cruises were featured in the Becoming Carbon Neutral case study*

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