



Oban Visitor Information Centre



Green Books for Sale

**Audit Year:** 2010

**Business Name:** Perth/Oban Visitor Information Centres

**Business Type:** Visitor Information Centre

**Location:** Perth/Oban

**GTBS Award:** Gold/Silver

**Website:** [www.perthshire.co.uk](http://www.perthshire.co.uk) & [www.visitscotishheartlands.com](http://www.visitscotishheartlands.com)

Throughout the UK, Visitor information Centres (VICs) offer advice and tourism and travel information to tourists and locals alike. Places to eat, places to stay, wildlife tours, attractions, and travel are some of most requested details. With the growing public and visitor awareness for all things green and a growing number of green accommodation providers, some businesses have taken the initiative in communicating this information much better than others. As a result, these businesses have gained high level GTBS awards.

## What Makes Them Unique?

Perth and Oban VICs have the same information as standard centres, however it is the unique way that it is presented to the customer that earns greater credit under GTBS.

- **Green Section** - A specific board or section of wall is eye-catching and separates standard information from green information. Smaller sites have developed a specific green folder.
- **Presentation** - Displaying in an appropriate place the Environmental Policy, Responsible Visitor Charter, green tips, local/green books all convey to the visitor the ethos of the business and staff.
- **Topical** - Up to date green information can detail forthcoming green events e.g. food festival, berry picking, green meetings, planned community events, litter picks or beach cleans and also recent staff activities.
- **Innovative** - Staff have used their initiative to personalise information with, for example recycling points in the town, details of decomposition rates of visitor wastes (apples cores, chewing gum etc)
- **Recognition and encouragement** - The green section can be an ideal way to showcase relevant green awards e.g. GTBS, staff efforts (e.g. photo of community litter pick) encouraging others to get involved.

## Greening the Website

In addition to the excellent VICs, VisitScotland in Perthshire has put considerable effort into greening their website. They see this as one of the most important ways of information access for the modern traveller.

Wi-Fi, widespread laptop use and smart-phones allow relevant green information to be easily and quickly accessible therefore greatly enhancing the visitor experience while minimising the need for printing.

The website has standard website details such as the company environmental policy and responsible visitor information however it goes beyond this by having information on how visitors can be a bit more responsible during their visit to Perthshire.



Perthshire website with green section

## Web Links

VisitScotland: [www.visitscotland.org/business\\_support/sustainable\\_tourism](http://www.visitscotland.org/business_support/sustainable_tourism)