

## Vocational Education for the Sustainable Development of Rural Tourism Enterprises

### VESURT Meeting 8 – Cromer, Norfolk, UK

June 13<sup>th</sup> to 15<sup>th</sup> 2014

Report by UK partner

Travel - (Stansted, Norwich Airports, 90 mins. Train)

Accom – Maynard House

Visits – Cley Nature Visitor Centre, Rocket House Cafe, Coasthopper bus

1. Focus on wider promotion ( Dissemination through website, leaflet, and country-based event)
2. How can it be promoted to wider organisations and networks?
3. How can we extend the project and/or our partnership?

Overall Project Aim – To train rural tourism providers to become more sustainable.

#### Coasthopper Bus, North Norfolk

[www.coasthopper.co.uk](http://www.coasthopper.co.uk)

The partners travelled on the Coasthopper bus from Cromer to Cley along the North Norfolk coast. It was set up for tourist who want to walk along the coast. It has been so successful that it is now run throughout the year. It encourages walking and provides sustainable public transport, as well as a very sociable way of travelling with other tourists and visitors to the area. There's always some tourist chatter in the bus. This is a good example of travel tourism.

#### Cley Visitor Centre, Norfolk Wildlife Trust

[www.norfolkwildlifetrust.org.uk/wildlife-in-norfolk/nature-reserves/reserves/cley-marshes](http://www.norfolkwildlifetrust.org.uk/wildlife-in-norfolk/nature-reserves/reserves/cley-marshes)

The visitor centre was built a few years ago with many sustainable features to the building – rainwater catchment, turf roof, solar thermal panels, wind turbine, eco-efficient lighting and water conservation in the toilets, as well as local food and friendly, helpful volunteers willing to describe the features of the saltmarshes. The marshes recently flooded as the sea level rose and broke the sea defences. Climate change in the area is now a key part of the educational work of the centre.

Birdwatching in hides is the main attraction for tourists. This is a good example of ecotourism based on a sustainably-built centre with low environmental impact on the coast.

#### Rocket House Cafe, Cromer

[www.rockethousecafe.co.uk](http://www.rockethousecafe.co.uk)

The cafe is built above the lifeboat museum. It provides a menu that is very focused on local produce. The food miles of many ingredients are graphically displayed using a chalk board on the wall of the cafe.

#### North Norfolk Tourism Strategy

The Responsible Tourism BTEC Module includes ways of tackling tourism conflicts and management issues. This strategy illustrates some of these issues and how they can be managed.

[www.northnorfolk.org/files/Tourism\\_Development\\_Overview.pdf](http://www.northnorfolk.org/files/Tourism_Development_Overview.pdf)

The politics of rural tourism development and management is well illustrated in the report submitted to the Cabinet of North Norfolk District Council. This illustrates the increasing role of the private sector and the need for overall management.

[www.northnorfolk.org/minutes/cabinet/07%20Jan%202013/010%20DMO%20Cabinet%20Report%20](http://www.northnorfolk.org/minutes/cabinet/07%20Jan%202013/010%20DMO%20Cabinet%20Report%20)

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The official website of Tourism in Norfolk shows how far tourism and its promotion is sustainable. This makes a good activity for students to discuss what is and is not sustainable!

[www.visitnorfolk.co.uk/VN-about-us.aspx](http://www.visitnorfolk.co.uk/VN-about-us.aspx)

**Exhibition on growth of mass tourism**

The Lifeboat Museum in Cromer ran a touring exhibition on the development of mass tourism, focusing on seaside holidays. This was a great example of public education about tourism presented in a fun, family-orientated way.