



GUEST INFORMATION

CATEGORY: CASE STUDY YEAR: 2008

Business Details:

Malkin Tower Farm Cottages
Blacko
Nelson
BB9 6RQ



www.malkintowerfarm.co.uk

Description:

Malkin Tower Farm offers two four star self catering cottages in Pendle with great views of the surrounding countryside. There are many green actions the business has undertaken in order to achieve the GOLD Green Tourism award. Perhaps one of the most important and the hardest to get right is the information provided for guests. Good information can help to shape a guest's holiday and therefore their whole experience, particularly in self catering where there may be less direct contact with guests. There are some key things to consider when compiling such information which will also have a huge bearing on the green side of things. Keep it local – remember your guests may not know all the ins and outs in your location, whether that be the best local walks, the best local pubs or the best local shops. Don't underestimate the allure of the everyday – what is everyday for you could be completely foreign to your guests. Wildlife is a great example of this. Guests frequently cite wildlife encounters (including spring lambs and other livestock) as an important guest experience. Providing the best information on this means maximising the guests chance of having a positive encounter. Getting it right isn't easy though, especially as everyone has a different outlook – but the key is to try and get feedback.



Economic

The economic benefits of good information are perhaps hard to define precisely but by providing guests with everything they need you are empowering them to have a great experience. And it is the experience they will remember. Provide a good one and you'll have repeat business as well as referrals to friends and family. All important for the long term economic success of a business.



Environmental

Information can play a big part in a guests green experience. Relating directly to the business's green operation, things like a green policy help the guest understand why you do what you do. On a broader note, providing information on the natural environment, whether that is where to watch wildlife, species identification guides or even a nature diary. Their aim is the same – to involve the guest in the natural experience and help them to appreciate how your business and they as individuals fit into it. Removing ignorance in a positive way is the key to green tourism.



Social

Social benefits of good information are perhaps less apparent than above. But providing good information, for instance, on local food producers and suppliers hopefully means that guests will use them over the supermarkets. But it's important to get that across as soon as possible. For example, local food information on a website raises guest awareness at the very first opportunity.

WEB

Forest of Bowland www.forestofbowland.com
 Dummies Guide www.swtourism.co.uk/green/action-of-the-year/DummiesGuide.ashx
 COAST www.cstn.org.uk