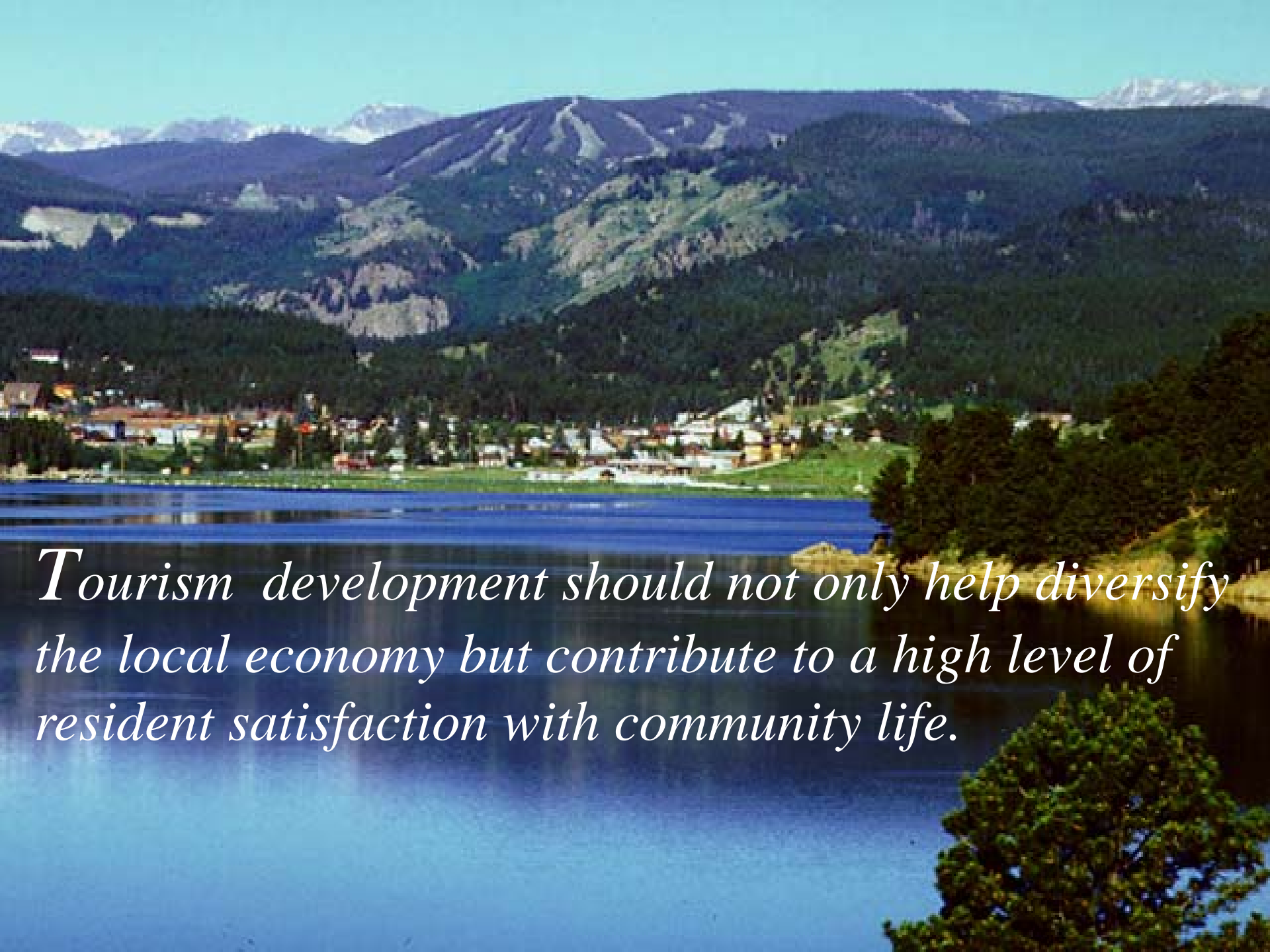


For Residents & Visitors Alike!

Seeking Tourism's Benefits-Minimizing Tourism's Costs





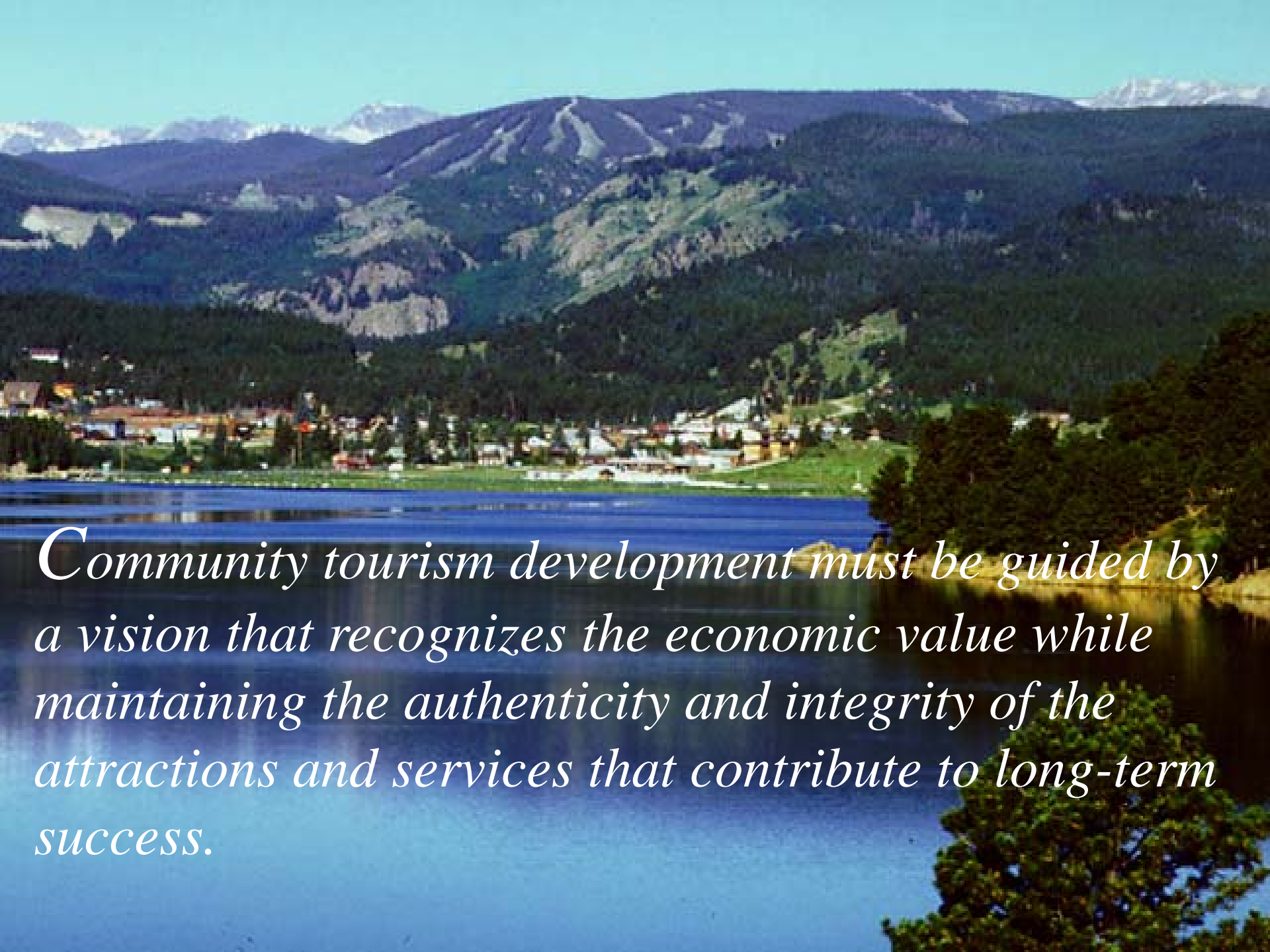
Tourism development should not only help diversify the local economy but contribute to a high level of resident satisfaction with community life.

Edward Abbey . . .

“Tourism is always and everywhere a dubious, fraudulent, distasteful, and in the long run, degrading business, enriching a few, doing the rest more harm than good.”

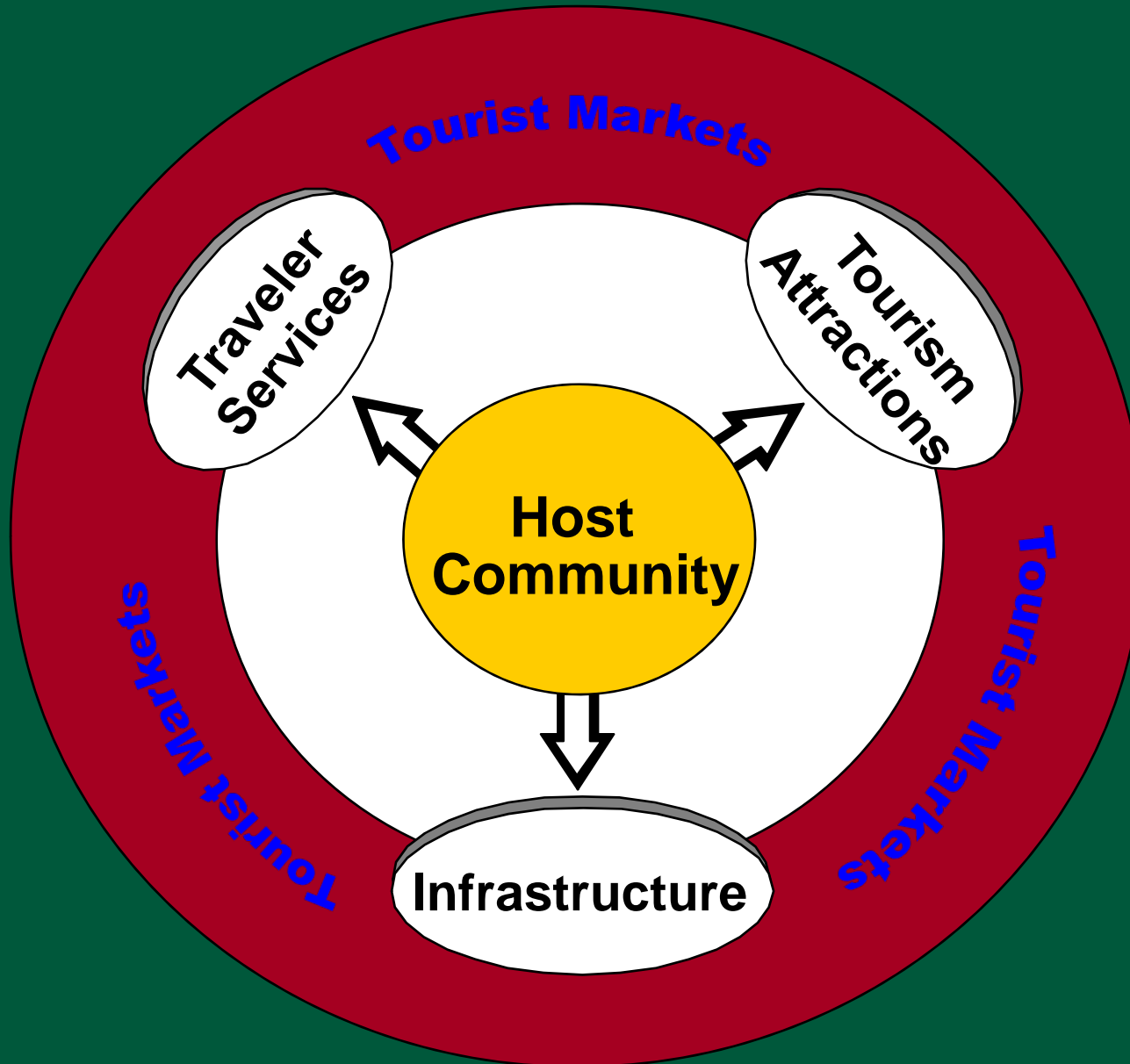
“I think tourism is like seasoning on food. Some can make an improvement, a little more can make it perfect. A lot ruins it and makes a good thing disgusting.”

Ap & Crompton article on
tourism impacts.



Community tourism development must be guided by a vision that recognizes the economic value while maintaining the authenticity and integrity of the attractions and services that contribute to long-term success.

Tourism Industry Components



MidEast RC&D (NC) & Roanoke River Partners

1. Furthering relationship with NC Division of Tourism, Film and Sports Development
2. Updating economic impact analysis
3. Identifying opportunities for business expansion and new development
4. Work to establish partners with common goals for a stronger political base.

Reflect back in time

“ . . . the rural areas of the US are badly in need of economic revitalization, yet these same areas have an abundance of cultural, historical and natural resource amenities around which to expand or build a tourism economy.”

National Policy Study on Rural Tourism and
Small Business Development (1990's)

Rural tourism development-some givens

- ☞ Many rural communities are seeking economic revitalization opportunities to help recover from declining/disappearing traditional economies.

RTD--some givens . . .

- ☞ There are few economic revitalization alternatives available to rural communities due to a limited trained labor force and distance from markets.

RTD--some givens . . .

- ☞ Tourism has been identified generally as an acceptable economic revitalization opportunity;
- ☞ One which can increase local investment, capital construction, business development, jobs and tax revenues.

RTD--some givens . . .

- ☞ Tourism is also considered an effective method to protect and restore historic, cultural and natural resources.

RTD--some givens . . .

- ☞ Thus, tourism is being considered or pursued by many rural communities as the economic development strategy of choice.

“ This solid record of the (economic) growth of tourism has not gone unnoticed by small communities and by rural areas facing the challenge to diversify their economies. More and more rural communities are making tourism a part of their economic diversification options for the nineties.”

Then President George H. Bush

Tourism Planning Model



*The effects of tourism are assessed
from the eyes of the beholder . . .*

Common perspectives of tourism . . .

- ☞ Tourist
- ☞ Local tourism business owner
- ☞ Public policy maker
- ☞ Host community resident

A tourist to rural America is generally seeking . . .

- ☞ a safe and affordable destination that provides family attractions and amenities based on culture, history and/or outdoor recreation opportunities.

Local tourism business owner is generally seeking . . .

- ☞ increase in the number of new and repeat visitors
- ☞ increase in the area's average length of stay
- ☞ increase in cash flow and profits
- ☞ increase in markets for local products
- ☞ improved lifestyle for self and employees

A local public policy maker is generally seeking . . .

- ☞ reversal in the downturn of local economy
- ☞ increase in tax revenues to support services
- ☞ increase in local job opportunities
- ☞ increase in investment in the community
- ☞ historic marking

Host community residents are generally thinking about . . .

- ☞ primary or supplemental income, and possible business ownership
- ☞ themselves and their children remaining in the area
- ☞ a general improvement of the economy and the social environment

But, in addition . . .

Thinking about the negative changes that other tourism communities have experienced . . .

- ☞ inflated housing costs and real estate values
- ☞ influx of seasonal workers & low paying jobs
- ☞ increased congestion and interference in daily living routine
- ☞ loss of culture and natural environment
- ☞ downturn in the general quality of living



“Good” tourism

- ☞ beneficial to local residents
- ☞ results in local purchases and profits
- ☞ results in preservation of natural environment
- ☞ preserves traditional values and lifestyles
- ☞ results in local employment & management

Baffin Region, NW Canada, Regional Tourism Planning Project

“Good” tourism

- ☞ provides secondary infrastructure benefits
- ☞ attracts informed and understanding visitors
- ☞ results in local control and ownership
- ☞ does not overwhelm the community
- ☞ is when external investments are directed towards these goals

Baffin Region, NW Canada, Regional Tourism Planning Project



Burlington, Colorado

Burlington, Colorado



Our personal lives . . .

- ☞ Using energy efficient lighting in your home?
- ☞ Find yourself looking around for recycling bins?
- ☞ Watching your household discretionary income a bit more closely?
- ☞ Using less water when you shower?
- ☞ “Growing” in curiosity about local produce?

Some questions to ponder?

- ➡ What should we rename Glacier National Park?
- ➡ At what price of gas will (did) the American public cut back on driving for vacation?
- ➡ Did the last hotel you stayed at feature linen reuse, zero waste policies or water saving devices?
- ➡ How do we maintain “community sense of place” in tourism dependent communities when workers can not afford the cost of housing?

12 Categories of Sustainable Action

Freshwater
consumption
reduction

Wastewater
management

Energy
conservation and
management

Ecosystem and
biodiversity
conservation

GHG emissions
management and
reduction

Social norms and
culture preservation

Solid waste
management and
reduction

Land Use planning
& management

Responsible
purchasing

Economic benefits
for local and
indigenous
community

Air quality
protection and noise
reduction

Training and
education for
employees and
clients

Sustainability in tourism . . .

- ☞ *Should contribute to a balanced and healthy economy by generating tourism-related jobs, revenues, and taxes . . .*
- ☞ *Should protect and enhance a destination's socio-cultural, historical, natural and built resources . . .*
- ☞ *Should enhance the enjoyment and well-being of both residents and visitors.*

Why pursue sustainability?

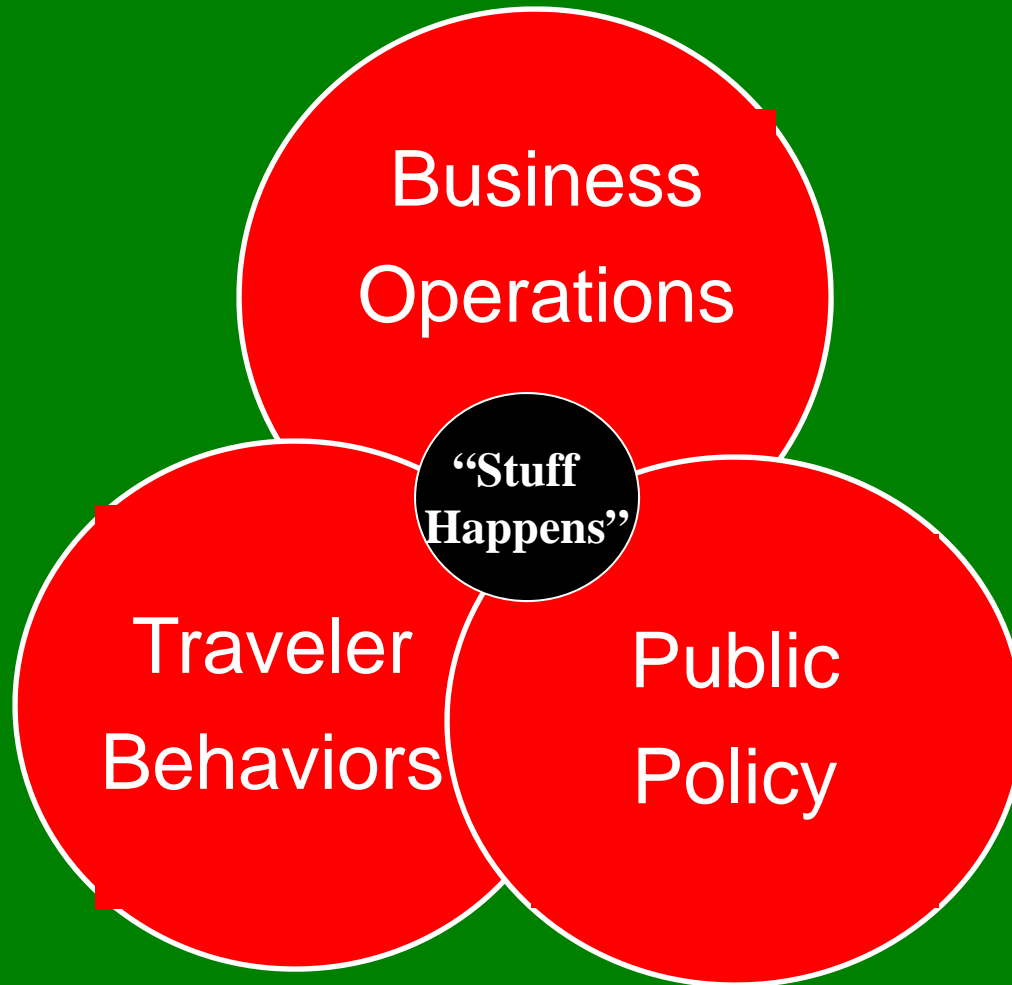
- Decrease costs/improve profits
- Create greater brand recognition
- Enhance business & destination reputation
- Increase market share
- Increase employee loyalty and cost savings
- Contribute to well-being of the community
- Improve relationships/meet regulations with governmental entities.

Center for Sustainable Tourism

- Link data to economic & community decision-making;
- Identify sustainable actions that are feasible;
- Develop partnerships at all levels;
- Create useful resources;
- Educate our future leaders;
- Work to establish a State, Nat'l and Int'l presence;
- Help North Carolina stay competitive.



Making Sustainable Tourism Happen



Who's committing to this?

EPA Green Lodging/Hospitality—Green Meetings Procurement Rule (5/01/07).

http://www.phocuswright.com/research_special_reports. “Going Green: The Business Impact of Environmental Awareness on Travel.”

www.travelgreen.org (US Travel Association) New website designed to provide a snapshot of environmental practices across the US Travel and Tourism Industry.

www.sustainabletourismcriteria.org. (Global Partnership for Sustainable Tourism). Minimum standards that any tourism business should aspire to reach.

www.visitnc.com. NC Division of Tourism, Film and Sports Development. Greening of our state's annual tourism conference and sustainable tourism website link.

The New York Governor recently asked his department to build a Green Hospitality Partnership for all of New York's tourism sectors, one of 16 states taking such action.

Who's committing to this?

American Society of Travel Agents.

American Hotel and Lodging Association.

American Society for Testing and Materials (now ASTM Int'l).

Convention Industry Council's Accepted Practices Exchange.

The International Ecotourism Society.

Greener by Design: "Greener Products for Leaner Times".

National Ski Areas Association.

"True Restaurant Sustainability: More Success, Better Future"

Who in NC is taking action?

- ☞ Weeping Radish Brewery and Butchery (composts organic waste)
- ☞ *Proximity Hotel (LEEDS certified, Platinum Level)*
- ☞ Kanuga Conference Center, Western NC (Solar water heating)
- ☞ *Highland Lake Inn, Flat Rock, NC (Farm to table program)*
- ☞ Mez Restaurant, Durham (LEED certified, Silver Level)
- ☞ *Lantern Restaurant, Chapel Hill (Supports local food based economy)*
- ☞ The NC Zoo (Energy, water, waste)
- ☞ *Wind Energy Workshop, Plymouth, NC*
- ☞ Fort Bragg award-winning water saving program

Economic Implications

- A comparison of energy consumption between incandescent and CFL bulbs reveals a 75 percent savings in energy usage with CFLs.
- Switching to an energy efficient LED Exit Sign can save \$581 over ten years compared to traditional exit signs.
- High-Efficiency toilets can result in an annual savings of \$540 a year--payback period of less than one year.
- The Boulder Outlook Hotel invests \$600 per month in a “zero waste program” reaping \$10,000 per month ROI.
- Great Wolf Resorts (indoor water parks/lodging) saved 9 million gallons of water in one property with low flow units.

MS in SUSTAINABLE TOURISM

Bridging Business & Science

➔ **6000. Principles of Tourism and Sustainability.**

Survey of concepts and theories of tourism and sustainable tourism; exposure to current literature; learn sustainable tourism practices across settings - local to global.

➔ **6100. Environmental Factors and Tourism.**

Theory and survey of interrelationships between environmental systems; environmental change and tourism; and research methods for assessing and implementing environmental practices for sustainable tourism.

➔ **6200. Development and Management of Sustainable Tourism .**

Research, evaluate, and apply social and environmentally responsible business practices in tourism.

➔ **6300. Planning and Policy of Sustainable Tourism**

Focus on public policy issues and planning strategies critical to sustainable tourism.

➔ **7000. Thesis.**



RETI



Renewable Energy in Tourism Initiative
www.renewabletourism.org



HOME

ABOUT R.E.T.I.

BEST PRACTICES

CONTACT R.E.T.I.

RESOURCES & LINKS



Photo courtesy of Aspen Ski Resort

RENEW TOURISM

RETI, the Renewable Energy Tourism Initiative, is a not for profit project to help with the study, commercialization and ongoing improvement of "best practices" in renewable energy through-out the travel & tourism industry.



Photo courtesy of EcoVentura

RETI BEST PRACTICES MANUALS

For the first stage of the project, the Renewable Energy in Tourism Initiative published a set of manuals outlining current best practices in the use of renewable energy among the tourism industry. These RETI best practice manuals feature industry leaders that have adopted best practices in renewable energy and energy efficiency, and provide information and guidance to businesses of all sizes interested in realizing these benefits. Through the use of case studies, each manual outlines renewable energy adoption strategies that maximize energy efficiency, minimize environmental impacts, and result in cost savings or increased profitability across **six tourism sectors**:

DOWNLOAD PDF:

Upcoming Webinars!!!



Accommodations



Airlines



Cruise Lines



Public Land Agencies



Ski Resorts



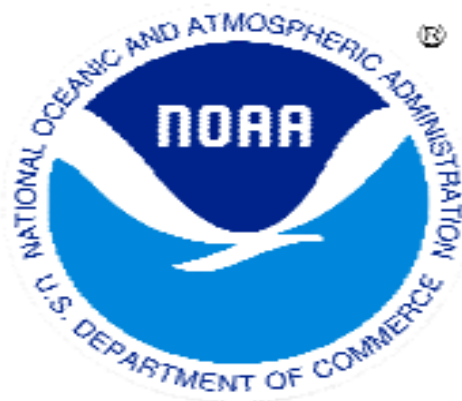
Tour Operators



Climate, Weather, and Tourism Workshop: Issues and Opportunities

November 14-15, 2008

Summary Report



Coming soon . . .

Climate, Weather and Tourism:
Bridging Science and Practice.



The Green Plan for **H****tels**

**P
a
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h
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p
s**

**Hospitality
Home**

**Planning and
Development**

**Tips on Waste
Reduction**

**Green Hotel
Fact Sheets**

**Links to
Green Hotels**

**Let Us Hear
From You!**

The Green Plan for Hotels is an initiative from the North Carolina Division of Pollution Prevention and Environmental Assistance to hospitality and lodging properties throughout North Carolina. The initiative targets waste reduction, recycling, energy and water conservation — all of which are good for business!

Services DPPEA provides to help with these efforts include...

- **Water Conservation Web site** with a range of ideas and resources for saving water
- Free, onsite assessments to identify waste reduction, recycling, energy and water efficiency opportunities.
- **Educational/training materials** to hotel staff about the hospitality industry waste reduction program.
- Assistance with locating recycling markets for materials collected at the property as well as providing local contact information for county/city recycling coordinators and water conservation specialists.
- Resources for water and energy efficiency programs. Our

Community Sense of Place and Tourism Development

Tourism Development and Land Use

Tourism Development and Economy / Jobs

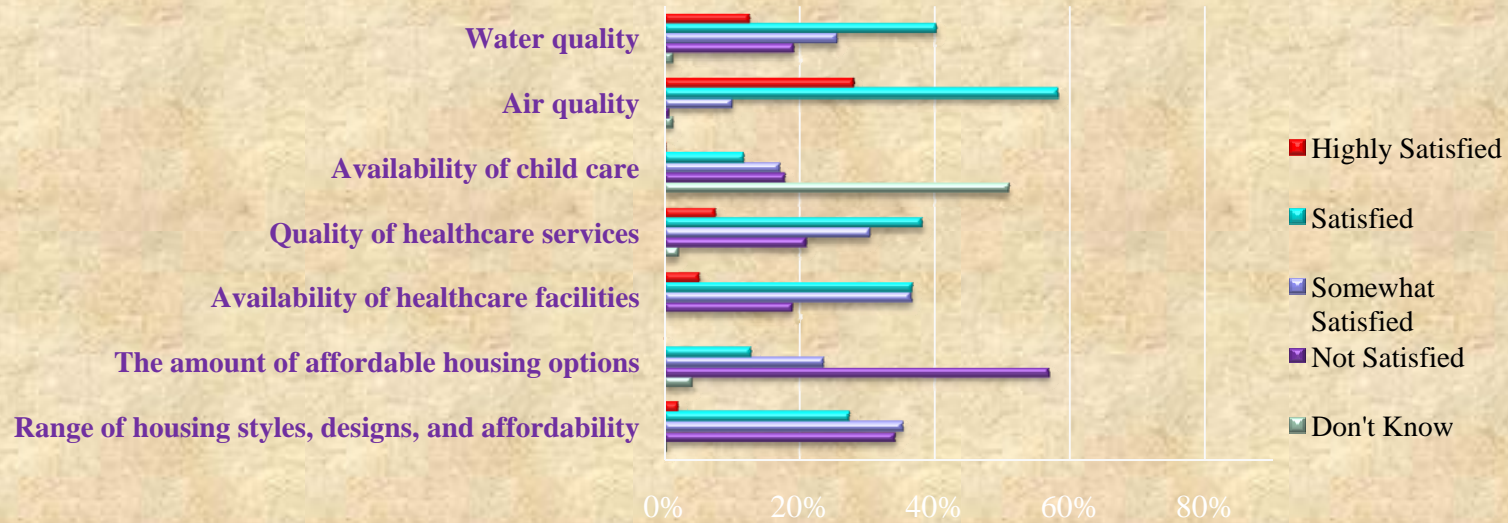
Tourism Development and Government

Tourism Development and Cultural Opportunities

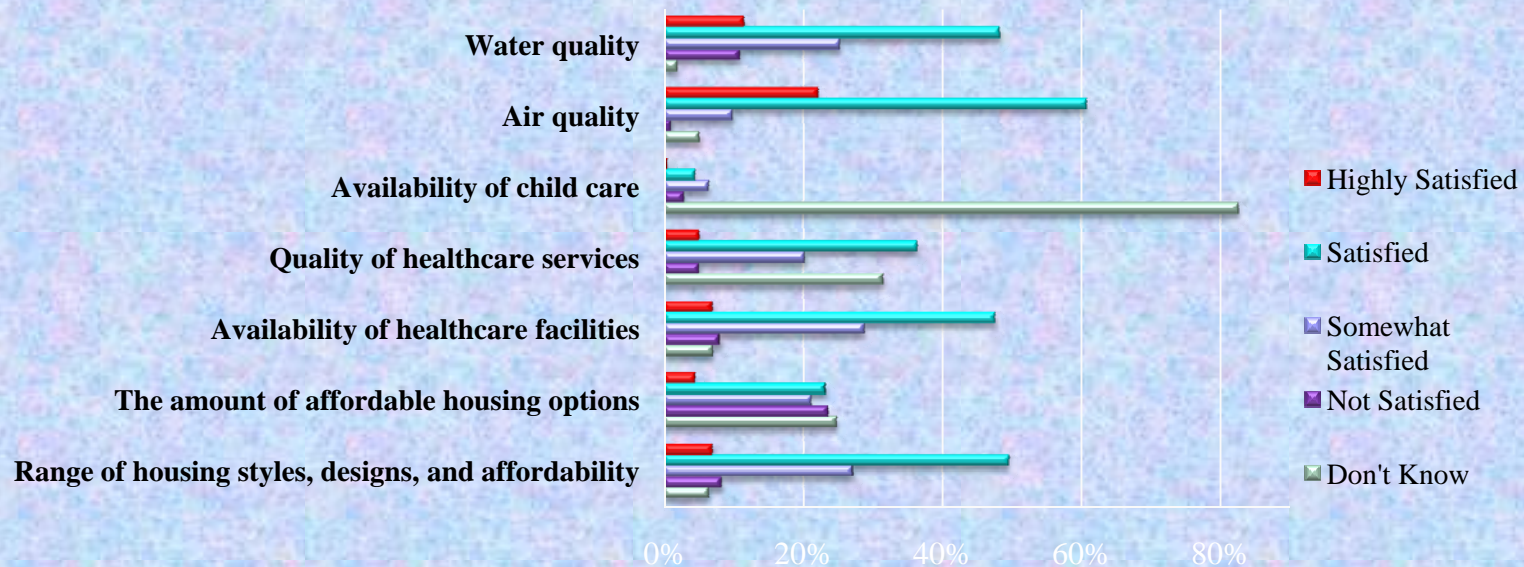
Tourism Development and Infrastructure

Tourism Development and Quality of Life

Full Time Residents



Second Home Owners



Water Efficiency: Commercial Bathrooms

*Water conservation is great for the environment
and your business's bottom line!*



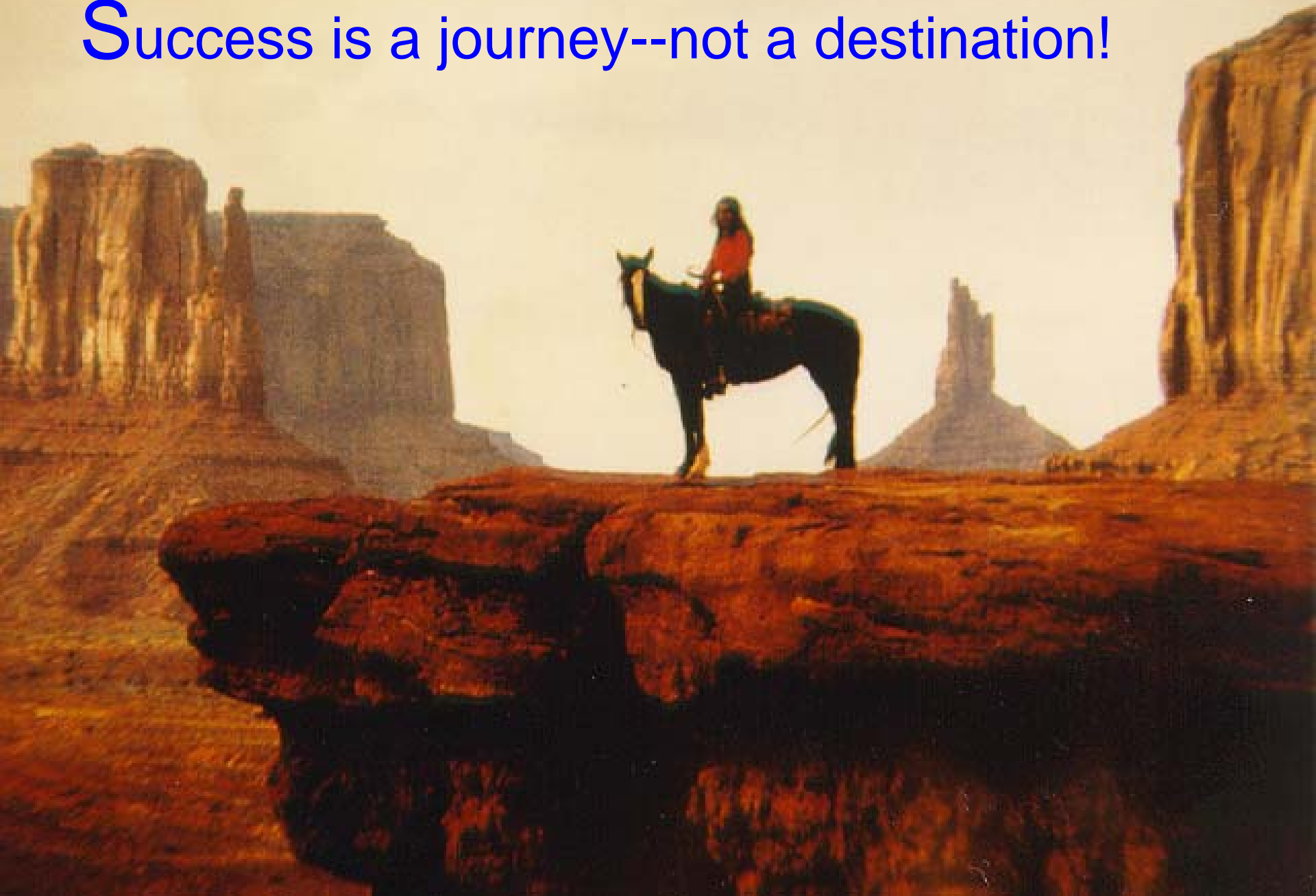
Water-efficiency measures can lower your water and energy bills as well as improve operations. Low-cost and technological opportunities abound for using water efficiently in commercial bathrooms. Demonstrating your commitment to water efficiency will make a positive impression on your staff and the public. Some of the measures listed below can likely be applied to your business. The table below illustrates the associate water savings and cost benefits. We can all do our part to use water more effectively, thereby improving water quality and preserving our drinking water resources.

				
Low-Flow Aerator	Touchless Faucet	High-Efficiency Toilet (HET)	Waterless Urinal	Dual-Flush Flushometer

Table of Water Savings Options

Retrofit Measures	Water Savings (%)	Avg. Annual Cost Savings^a	Payback Period	Additional Benefits
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Success is a journey--not a destination!





www.sustainabletourism.org

East Carolina University

Common Themes

Discretionary
Spending

Energy
Conservation

Value-
Added
Services

Examples

- San Luis, Colorado
- Burlington, Colorado
- Johnson City, Tennessee

Air Quality

Economic Development

Land Management

Energy Conservation

Partnerships

Land Conservation

Water Management

Sustainability

Waste Management

Rural Business Growth

Tourism development . . .

Must not be viewed simply as an economic development strategy, but also as a *modus operandi* related to broader aspects of community development.

Tourism development . . .

Must mesh with the values, opinions, and ideas of local community residents who ultimately must live with the inevitable positive and negative changes to their environment and quality of life.

Tourism development . . .

Must be guided by strong and representative local leadership, be well-planned, and include access to outside expertise and resources to achieve success and mitigate the negative effects.