

“Sustainable, Community-Driven, Economic Well-Being”

Partnership for the Sounds

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Working definition--Sustainable Tourism

*Sustainable tourism should contribute to a **[balanced and healthy economy]** by **[generating tourism-related jobs, revenues, and taxes]** while **[protecting and enhancing the destination's socio-cultural, historical, natural and built resources]** for the **[enjoyment and well-being of both residents and visitors]**.*

Categories of Sustainable Action



Transforming the Tourism Industry

- Organizing, building and utilizing capacity of ECU;
- *Developing and distributing resources for general use;*
- Conducting research, creating and distributing knowledge;
- *Focusing on specific initiatives that are timely, create new knowledge, and generate funding;*
- Preparing future leaders, managers and owners/operators of sustainable tourism entities.

The mission of the Center is to:

- ***Advance academic research and analyses*** that advocate sustainable practices in the travel and tourism industry;
- ***Communicate these results*** to businesses, government planners, destinations, and communities throughout North Carolina, the nation, and globally to influence business practice and public policy decisions; and,
- Assist university students to ***understand the broader sustainability issues*** challenging the travel and tourism industry, ***train them for careers*** in sustainable tourism business management, and help them ***secure internships and jobs*** in the industry.

MS in SUSTAINABLE TOURISM

(The Nation's First and Only)

January 8, 2010

- **SUTO 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.
- **SUTO 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.
- **SUTO 6200. Development and Management of Sustainable Tourism**
Research, evaluate, and apply social and environmentally responsible business practices in tourism.
- **SUTO 6300. Planning and Policy of Sustainable Tourism**
Focus on public policy issues and planning strategies critical to sustainable tourism.
- **SUTO 7000. Thesis.**



Center Initiatives

- Climate, Weather and Tourism
- Renewable Energy in Tourism
- Community Sense of Place
- Sustainable Practices in Tourism
- Master of Science in Sustainable Tourism

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.



Examples of Projects

Faculty and Students

- Heritage/culture/First Nations
- Interior Design/Energy Conservation
- Blue/Green Sustainable Tourism
- RRP/P3/Eco-tourism
- Green Consumerism
- DMO's and Sustainability
- Crisis Communication in Tourism

Short and Long-Term Issues

- Short Term
 - Economic well-being of service area
 - Environmental stewardship (e.g. energy, waste, water)
 - Historic and cultural preservation/positioning
 - Balancing budgets/determining spending priorities
- Longer Term
 - Sea level rise
 - Sustained funding
 - Types and quality of services
 - Maintaining a loyal clientele/user groups

Is this info available? Or of interest?

- Economic Footprint
 - Inventory of businesses who benefit;
 - Jobs created/supported;
 - Revenues generated;
- Gaps in services/attractions;
- Likely partners in crime (ECU and beyond);
- Marketing/promotional efforts.