

Center for Sustainable Tourism

Division of Research and Graduate Studies
East Carolina University



Today's Topics . . .

1. News from the Center
2. A few trends we are watching
3. Thoughts about Eastern North Carolina

MASTER OF SCIENCE IN SUSTAINABLE TOURISM

(The Nation's First and Only)

Approved January 8, 2010

CORE COURSE OFFERINGS

- **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.**



Graduate Students & Regional Connectedness

- *Shannon*—NE Commission (NET) & agency networks for sustainable tourism.
- *Whit*—NC Seafood Festival Economic Impacts & ROI on green practices in tourism.
- *Stefanie*— “BlueGreen Outer Banks - Tomorrow Matters” & Medical Tourism.
- *Whitney*—Eastern Region (TAG) & “Pledge to Travel Green” Responsible Traveler National Care Code.
- *Garrett*—Green lodging innovations & Renewable Energy in Tourism Initiative.

Visit our website for . . .

- ▶ Carbon calculator for travel (STI)
- ▶ Sustainable Practice in Tourism checklists
- ▶ Lecture series/presenters
- ▶ Tip sheets on business practices
- ▶ “Visit NC NewsLinks” compilation of sustainable tips
- ▶ Upcoming Center events
- ▶ Sustainable Traveler Care Code
- ▶ Live streaming of weather, climate and tourism presentations
- ▶ Renewable Energy in Tourism webinars

www.sustainabletourism.org

Profit versus Preservation

Eco-Tourism and Biodiversity Conservation

March 18, 2010: 4 p.m.

Science and Technology Building, Room (C-309)

Martha Honey, PhD, Co-Director
Center for Responsible Travel
Washington, DC



Sustainable Traveler Care Code

Pledge to Travel Green!

Educate Yourself about Your Destination

Enjoy a more rewarding experience and gain a deeper appreciation for your destination by learning about the culture, history and biodiversity that makes it unique.

Be a Good Guest

Remember that you are a guest at your destination. Other people call it home. Respect their privacy and be conservative with your use of their resources.

Spend Sustainably

Use your purchasing power as a tourist to support the local artisans, farmers and business owners whose livelihood depends on tourism.

Help Maintain the Ecological Balance

Avoid behaviors that may damage the delicate ecosystems at your destination, such as introducing foreign species or creating a campfire under improper conditions.

SIZE: ONE SIZE FITS ALL

STYLE: GREEN

MADE FROM: 25% KNOWLEDGE, 25% RESPONSIBILITY, 50% CARE, 100% GREEN

Faculty Work & Regional Issues

- Wind Turbine Placement and Coastal Recreation Demand.
- *Analysis of the Importance of Sustainable Practices in North Carolina's Tourism Industry.*
- Crisis Communication in Tourism.
- *The (In)Visibility of African Americans in North Carolina Travel Brochures: Socially Responsible Tourism Marketing.*
- Understanding weather variables that affect visitor's decisions, satisfaction and extent of spending.
- *Sense of Place and North Carolina Woodland Indian Tribes.*
- Tourism Impacts on Community Life.

Some rather major happenings . . .

- ▶ Palmetto-Peartree Preserve (P3):
 - The Conservation Fund and East Carolina University.
- ▶ NC Sea Grant Project:
 - Tourism Impacts and Second Home Development in Coastal Communities: A Sustainable Approach.
- ▶ Faculty Search:
 - Sustainability and Tourism.
- ▶ Establishing the MS-Sustainable Tourism
 - Admissions, faculty coordination and industry relations

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.

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What seems to be driving sustainable actions in tourism?

- ▶ Rising energy costs
- ▶ Increasing regulatory pressures
- ▶ Growing consumer demand
- ▶ Competition (branding).

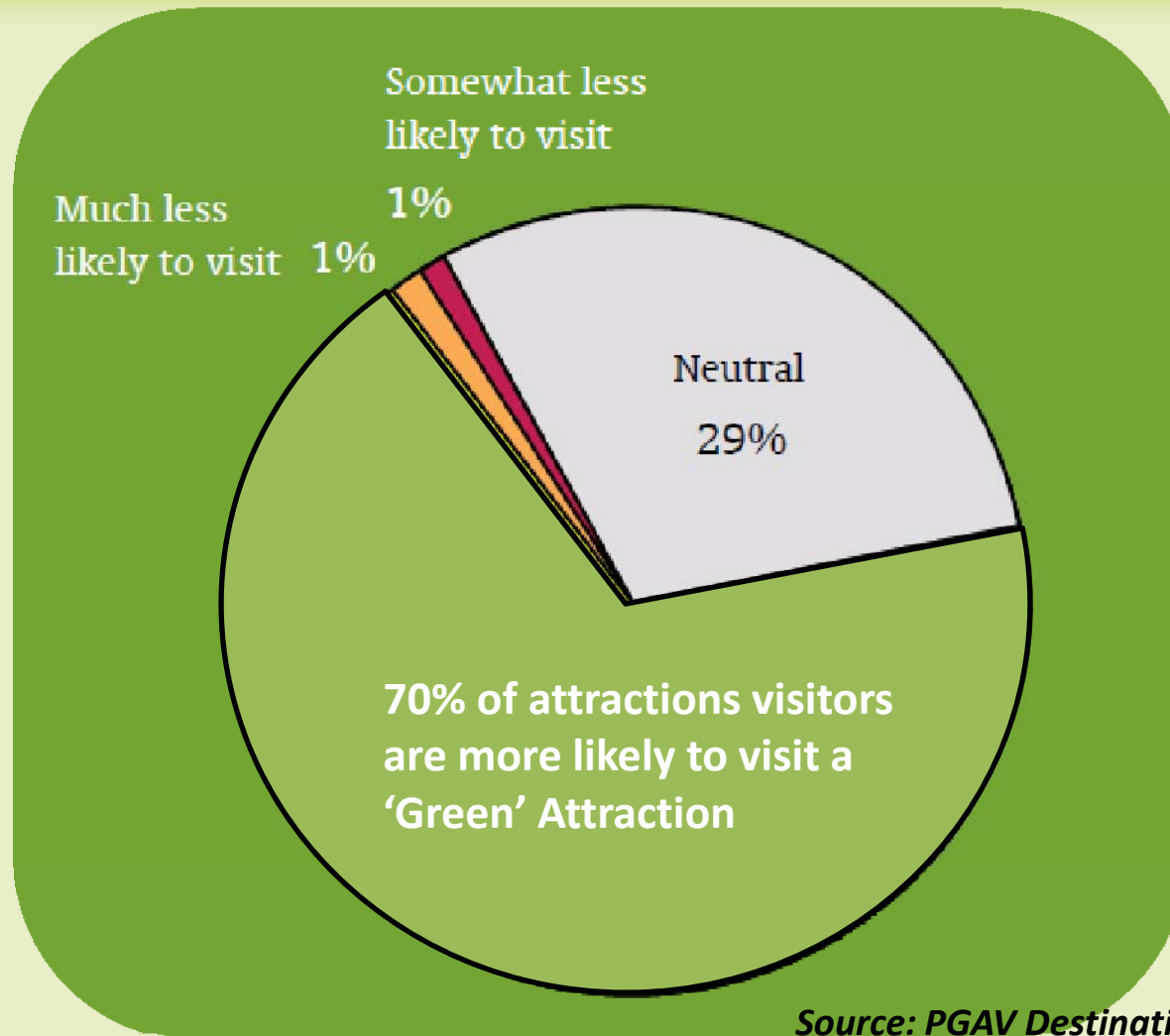
Keeping our eyes on . . .

- ▶ **Eco Icons for Green Lodgings (AAA).** *2010 Tour Books will include an “eco” icon for hotels, motels, and other lodgings that are green certified (e.g. Florida Green Lodging Program).*
- ▶ **Pollution Prevention in the Hospitality Industry (EPA)**
<http://www2.ergweb.com/projects/hospitality/Web/site/index.html>
- ▶ **Competitive Set:** Tennessee, Virginia, South Carolina, Florida, Georgia, among others. (North Carolina only state in South-Atlantic that doesn't have a recognition program)
- ▶ **(AARP)** Due to the size and composition of membership (Green Living Tips)

Growing interest in “Green Travel”

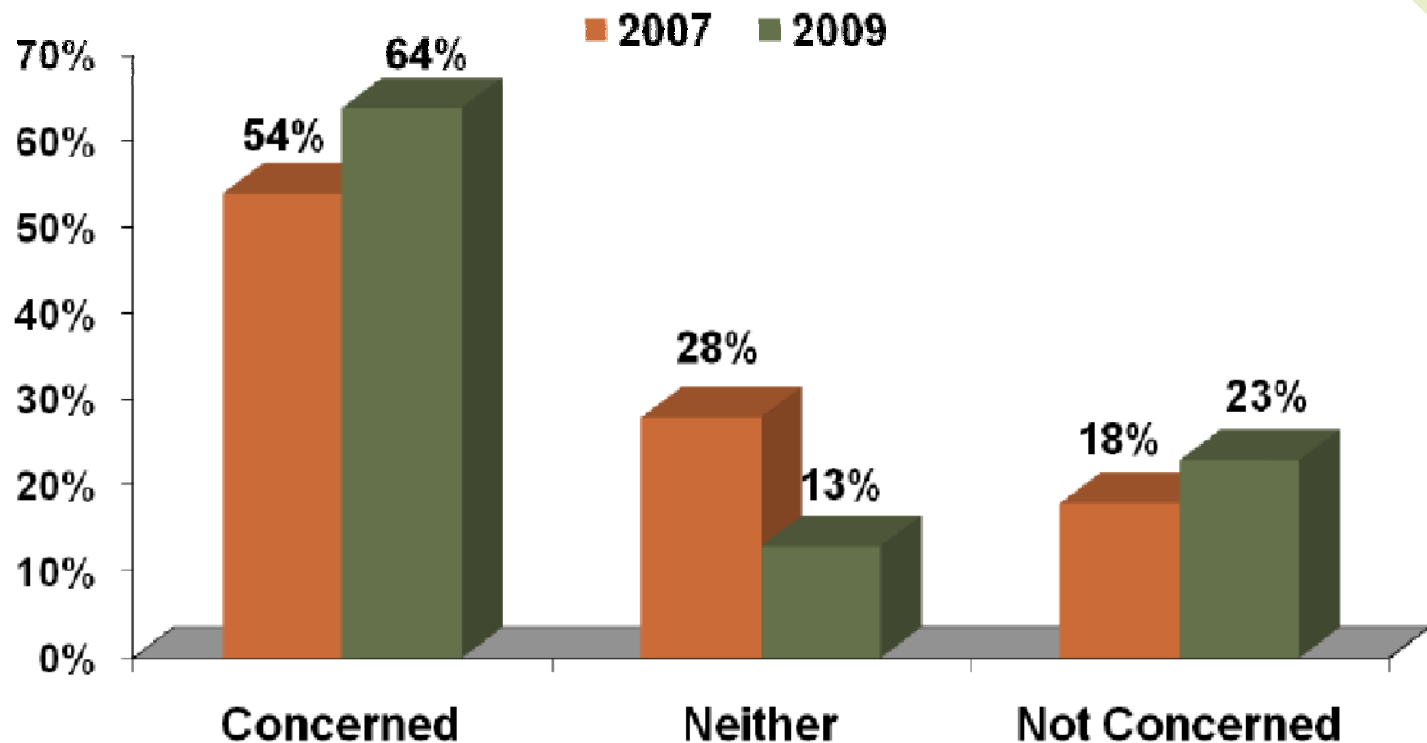
- **87%** of U.S. consumers are seriously concerned about the environment (GfK Roper);
- **30%** of consumers make an effort to avoid buying products from corporations they don't feel are environmentally responsible (GfK Roper);
- **22%** boycott those that are harming natural resources (GfK Roper);
- **73%** of consumers consider it important or very important that companies have a good environmental track record (BCG January 2009);
- *Despite current economy, **67%** of US consumers that claimed to buy green products reported buying the same amount, **25%** reported buying more, and only **8%** are buying less (Harris Interactive March 2009)*

Traveler Likelihood of Visiting Green Attractions



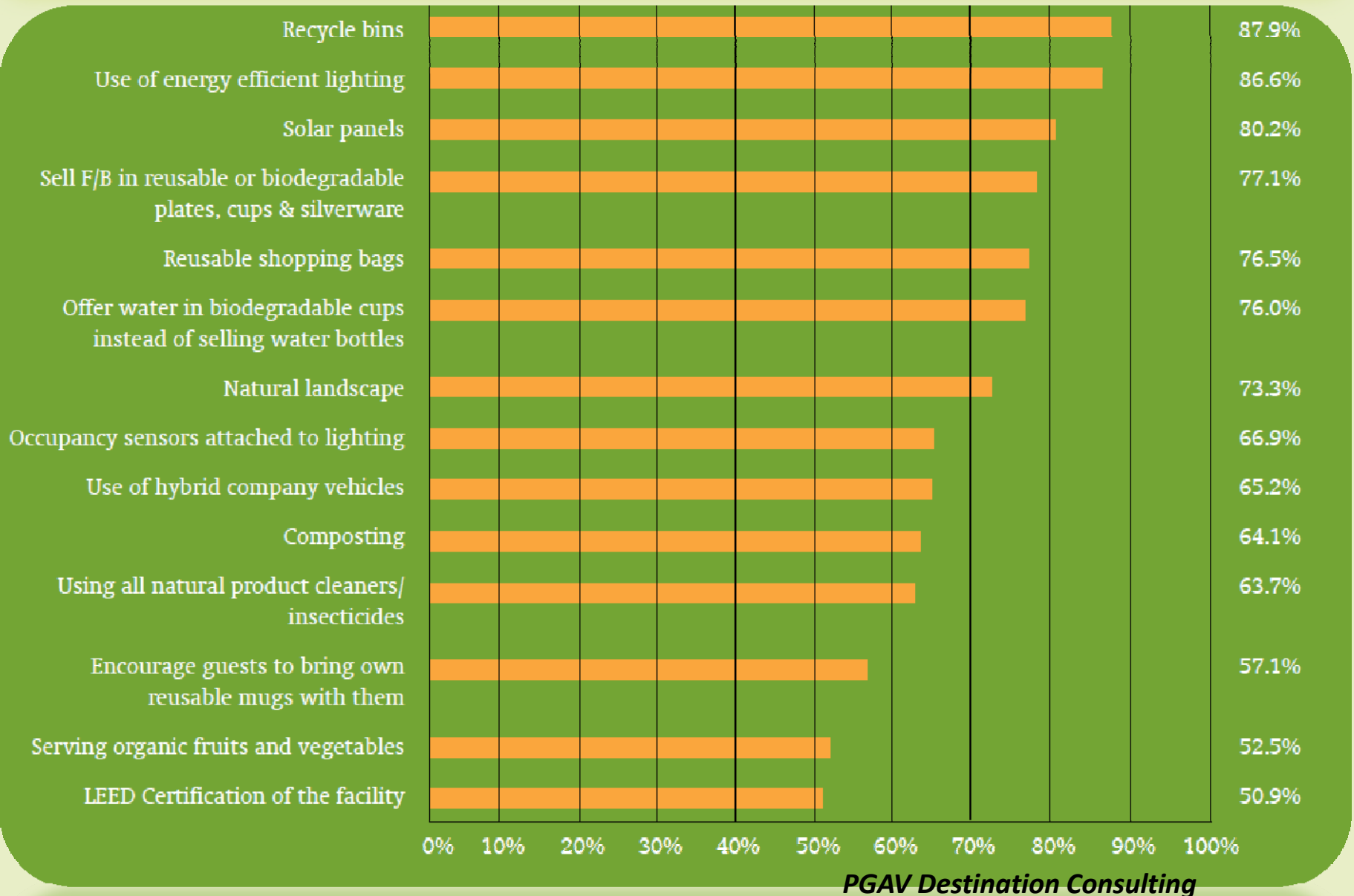
Source: PGAV Destination Consulting

Traveler's Concern with Climate Change is Rising



Source: U.S. Travel Association and Ypartnership, *Travelhorizons*™

Green Practices Travelers Look for at Destinations



General Consensus of the Green Travel Market

1. Green is mainstream and awareness of the issues and environmentally-responsible behaviors are increasing .
2. Affluent, educated and higher-end travelers are the most sustainability-oriented.
3. Consumers do not understand the intricacies of the cost of traveling green.
4. There is a significant market for price premiums.
5. The travel industry is not yet satisfying consumers' green needs.

*PhoCusWright, Inc. 2009 Market Research
and US Travel Association 2010 Market Outlook*

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Thoughts about tourism here in the East . . .

- ▶ All of us in Eastern NC need increased visitation and expenditures;
- ▶ Continue to identify what about us is special;
- ▶ Think “cruise ship” and coordinate/cooperate regionally;
- ▶ Work to create great communities as they are the places people want to visit and to relocate to;
- ▶ *Be thinking about what is Eastern North Carolina’s identity to the outside World?*

Sustainable actions? What can I do?

Getting Organized

- ▶ Decide yourself to make changes;
- ▶ Create your “Green” Team and find a passionate leader;
- ▶ Develop a green plan with set goals and write it down;
- ▶ Compare your plan to other tourism businesses;
- ▶ Get your employees and your patrons involved;
- ▶ Don’t over commit; Pick easy things and take simple actions.

Sustainable actions? What can I do?

Simple Changes for a Big Change

What if every tourism business in Eastern North Carolina

- ▶ *Stopped using Styrofoam containers;*
- ▶ *Replaced every incandescent bulb with a compact florescent;*
- ▶ *Asked customers if they want their items bagged;*
- ▶ *Used environmentally sensitive cleaning products;*
- ▶ *Shared with visitors, on our web sites, travel guides, and advertisements why we love eastern North Carolina **and** what we're doing to protect it*



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