

Center for Sustainable Tourism

Division of Research and Graduate Studies

East Carolina University



What seems to be driving sustainable actions in tourism?

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

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)*

Sustainable Tourism: Working Definition

- ▶ 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]***.

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 its size and composition of membership (Green Living Tips)

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.

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

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





Renewable Energy in Tourism Initiative
www.renewabletourism.com



Webinar Series

Session 1: *Sustainable Energy for Tourism Explained* with guest expert Martha Gettys, Business Development Manager, NC GreenPower.

Session 2: *Energy Conservation at Attractions and Accommodations* with guest expert Chris Metzler, President, Verde Evolution Consultants.

Session 3: *Renewable Energy Systems for Attractions and Accommodations* with guest expert Jim Wood, Marketing Manager, Alternative Energy Concepts.



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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

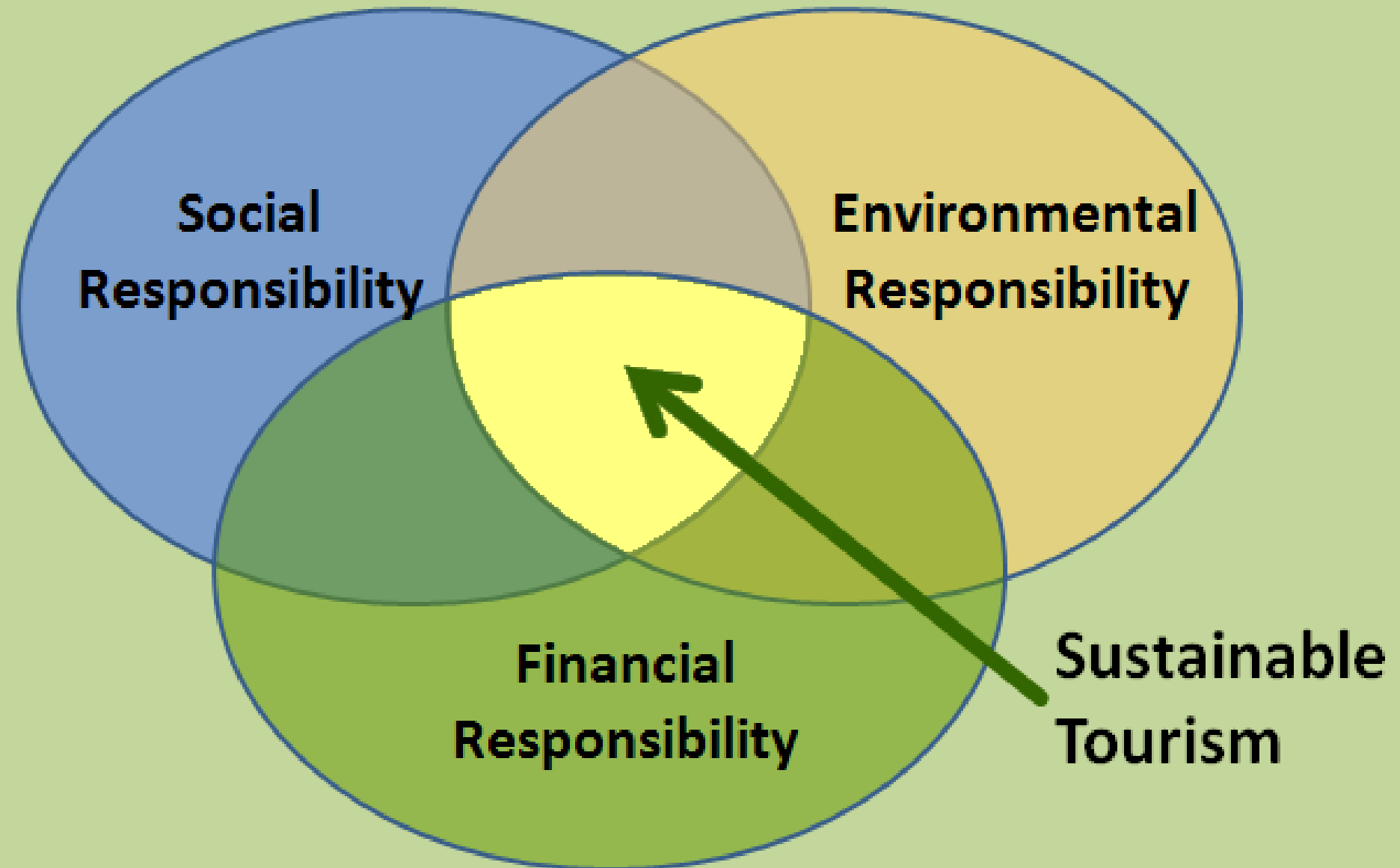
Visit our website for . . .

- ▶ 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

Master of Science in Sustainable Tourism

Triple Bottom Line

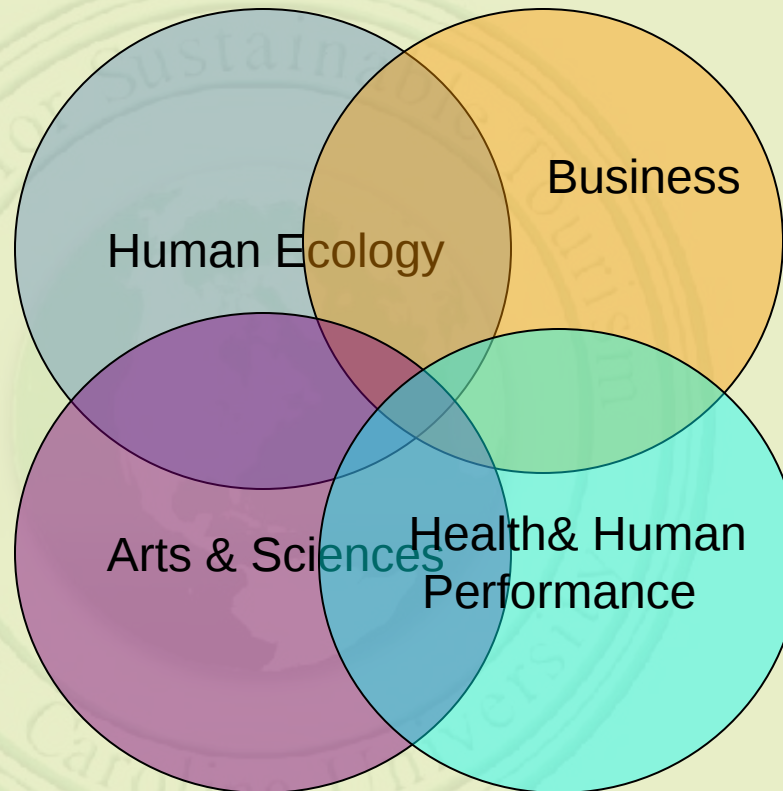


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► An Interdisciplinary Program –
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MASTER OF SCIENCE IN SUSTAINABLE TOURISM

(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 Systems and Sustainability.**
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.**



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.

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.



www.sustainabletourism.org