

Center for Sustainable Tourism

East Carolina University



www.sustainabletourism.org

*Balancing Profitability
and Social and Environmental Responsibility*

proof of global warming



This presentation is about

- 1. Bi-Directionality of Climate and Tourism**
2. The Center for Sustainable Tourism
3. Sustainability and the Tourism Industry
4. Travel Care Code

Tourism is Part of the Problem: The Solutions Present Risks and Opportunities!



If Tourism was a Country

| Rank | Country | Percentage of total emissions (2005) |
|------|---|--------------------------------------|
| 1 |  United States | 22.2 % |
| 2 |  China | 18.4 % |
| - |  <i>European Union</i> | 11.4 % |
| 3 |  Russia | 5.6 % |
| - | Global Tourism Sector | 5.0% |
| 4 |  India | 4.9 % |
| 5 |  Japan | 4.6 % |
| 6 |  Germany | 3.0 % |
| 7 |  Canada | 2.3 % |
| 8 |  United Kingdom | 2.2 % |
| 9 |  South Korea | 1.7 % |
| 10 |  Italy | 1.7 % |

Impacts of Climate Variability on Tourism: Recent Headlines—Golf Courses

'Fickle weather puts a damper on area golf'
St. Petersburg Times, 6 February 2003

**'100-year drought causes
municipals to close'**

Travel Golf.com



**'Golf courses tee up opposition to
Las Vegas drought plan'**

March 2003

- 52% of golf courses in the US identified climate variability as the reason for lower than expected rounds in 2000-01
(World Golf Foundation, 2004)
- variations in weather identified as primary reason for positively (35%) and negatively (62%) affecting annual rounds played in 2003
(National Golf Foundation, 2004)



'Water-front' Resort - Lake Michigan
(Summer 2000)

'Weather threatens to dry up boating season'
July 2003, Chicago Tribune



'Western drought shrinking Big Muddy'
April 2005, USA TODAY

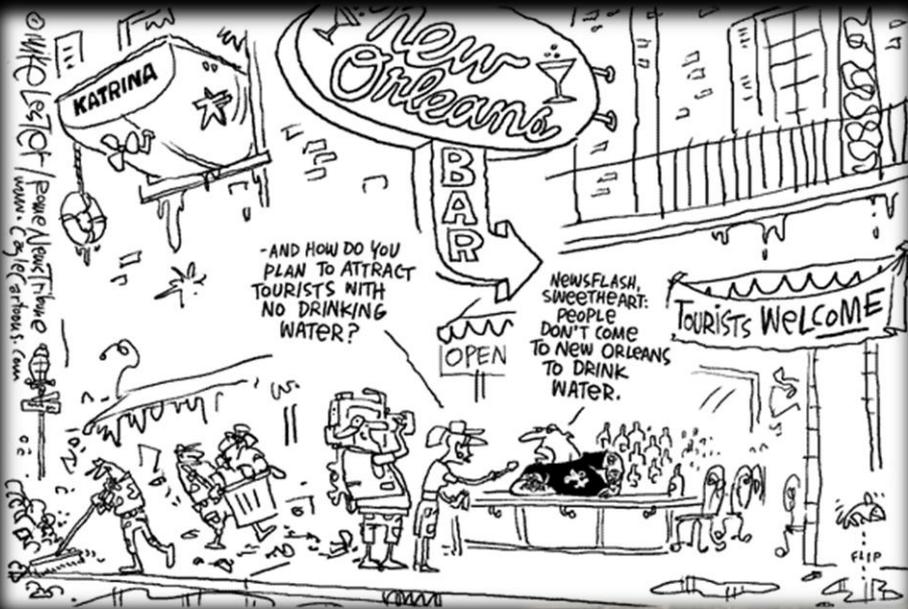


'Drought shrinking jewels of the desert'
Sept 2004, USA Today

**'It's just like someone coming in a
shutting down Ford or GM in Detroit'**
North Dakota State Parks Manager



**'Florida braces for hurricanes' aftermath:
tourism downturn latest disaster to befall state'**
Sept. 2004, BBC News



**'Hurricane Katrina blows
away 'Big Easy' tourism'**
August 2005, USA Today



**'Hurricane Katrina
crippled the region's
gambling industry
for months and
potentially even
years.'**

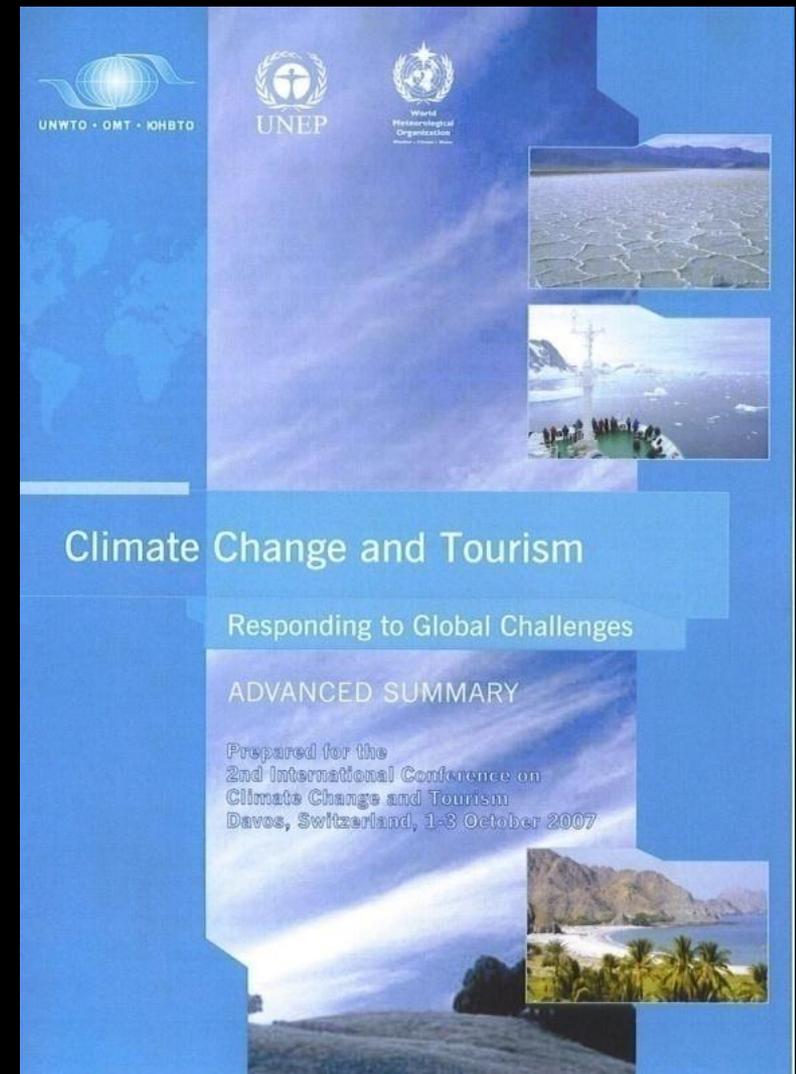
The St. Petersburg Times



**'Florida's Hurricanes
boost Arizona tourism'**
Oct 2004, USA Today

‘Collectively and individually the tourism industry can no longer afford to ignore climate change ...’

*Fiona Jeffery –Chairperson
World Travel Market 2007*



‘Weather can ruin a holiday--Climate can ruin a destination’

Climate Change and Property Ownership



- People who believe climate DOES affect property ownership and property value (cluster 1)
 - Educated
 - Practice sustainable actions (e.g. recycle, energy efficient, etc.)
 - Equal frequency of residents and second home owners
- People who believe climate DOES NOT affect property ownership, but DOES affect property value (cluster 2)
 - Highly educated
 - Practice sustainable actions
 - Larger proportion of second home owners
- People who believe climate DOES NOT affect property ownership nor property value (cluster 3)
 - Very little education
 - Practice sustainable actions (but less so than the first two clusters)
 - Larger proportion of full time residents

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CST Core Mission

To transform the tourism industry in its adoption and application of sustainable actions for positive economic growth and general business and community development.



Making Sustainable Tourism Happen



Categories of Sustainable Actions



Freshwater consumption reduction

Air quality protection and noise reduction

Economic benefits for local and indigenous community

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

Energy conservation and management

Wastewater management

Training and education for employees and clients

NC GreenTravel Initiative



Downtown Charlotte Skyline - Stock Photo

If you own or manage a lodging, restaurant, park, entertainment or other travel-related business, the NC GreenTravel website will provide you with information to help you become more competitive in the green travel arena. Whether your facility is in the mountains, the piedmont or the coastal area of North Carolina, you can go green and save green!

NC GreenTravel is a service of the N.C. Division of Environmental Assistance and Outreach in partnership with the Center for Sustainable Tourism at East Carolina University.

[Click Here To Become A Recognized NC GreenTravel Business](#)

- [Lodging](#)
- [Restaurants](#)
- [Parks](#)
- [Attractions](#)
- [Museums](#)
- [Ski Resorts](#)
- [Camping](#)
- [Rafting](#)

[Click Here To Request Environmental Technical Assistance](#)

[Click Here to Locate Recognized NC GreenTravel Businesses](#)

Learn More About How to Become Sustainable By Clicking These Links

- [Recycling](#)
- [Energy](#)
- [Water](#)
- [Landscapeing](#)
- [Transportation](#)
- [Purchasing](#)
- [Organics](#)
- [Green Cleaning](#)
- [Green Meetings](#)
- [How-To Videos](#)
- [Green Travel Links](#)



N.C. Division of Environmental Assistance and Outreach • 1640 Mail Service Center, Raleigh, NC 27699-1640 • Toll Free: (877) 623-6748



Tip Sheet Topics

1. Water Efficiency for Commercial Bathrooms

2. Water Conservation Ideas of Restaurants

3. Seasonal Eating

4. Local vs. Organic

5. Edible Landscaping

6. Oyster Recycling

7. Recycling at Venues and Events

8. Recycling at Sports Venues

9. 10 Sustainable Practices You Can Implement Today

10. Choosing a Sustainable Event Venue

11. Connecting with the Local Community

12. Green Booths

13. LED Exit Signs

14. Reducing Paper Waste at Conferences

15. Waste Reduction for Bed & Breakfasts

RENEWABLE ENERGY IN TOURISM INITIATIVE (RETI)

www.renewabletourism.com

Center for Sustainable Tourism
East Carolina University

Energy Initiative
University of Colorado at Boulder

National Renewable Energy Lab

East Carolina
UNIVERSITY



Colorado
University of Colorado at Boulder™

Seed funding provided by the CU Energy Initiative and ECU's Center for Sustainable Tourism

RETI



Renewable Energy in Tourism Initiative
www.renewabletourism.com



The Center for Sustainable Tourism
is proud to present our

Renewable Energy and Tourism Webinar

Tuesday, October 18th 10:30a.m.-11:30 a.m. ET

***Sustainable Events and Festivals:
Becoming a Responsible Host***



Media Sponsorship provided by Miles Media



Colorado
University of Colorado at Boulder

East Carolina University.
Tomorrow starts here.



Climate, Weather, and Tourism Initiative



● Climate, Weather, and Tourism Workshop ○ November 2008

www.climateandtourism.org

MEETING SUMMARIES

CLIMATE, WEATHER, AND TOURISM Issues and Opportunities

BY SCOTT CURTIS, PATRICK LONG, AND JENNIFER ARRIGO

Increasingly, tourists are taking into consideration the weather of the day or week as well as other climate-related factors when determining vacation destinations, activities, and ultimately the extent to which they enjoy their travel experience. Wind, humidity, temperature, drought, storminess, snow conditions, water temperature, and degree of sunshine are a few of the variables that affect visitors' decisions, satisfaction, and the extent of spending—that important economic “bottom line” for tourism businesses and tourism destinations. To help bridge the divide between atmospheric science expertise and data and business practices, the Center for Sustainable Tourism (CST) at East Carolina University hosted a timely workshop to i) provide a forum to explore the interchange of scientific information with decision-making needs of tourism businesses; ii) identify the questions that need to be answered to make this interchange effective; and iii) create an organizational

CLIMATE, WEATHER, AND TOURISM: ISSUES AND OPPORTUNITIES

WHAT: Approximately 100 scientists, academics, public policy officials, nonprofit leaders, and business owners addressed the short- and long-term impacts of weather and climate fluctuations on the economic vitality of the tourism industry.
WHEN: 14–15 November 2008
WHERE: Greenville, North Carolina

structure that serves as the policy-making framework for the long-term management of a climate, weather, and tourism initiative. The workshop was organized into three main themes related to weather and climate: current trends in tourism, information needs and communication, and vulnerabilities and adaptive management capacities for the future.

CURRENT TRENDS IN TOURISM. Ken Cordell, pioneering scientist and project leader of the U.S. Department of Agriculture (USDA) Forest Service, began by explaining that tourists are choosing outdoor activities now more than ever before. But, while leisure has been increasing, time devoted to outdoor recreation has in fact decreased, as people are taking more frequent but shorter-duration trips. This trend has been attributed in many ways to a changing economy, as household discretionary income is being stretched further. Additionally, tourists increasingly are seeking more inexpensive local destinations (e.g., walking trails) for recreation and leisure rather than

Climate, Weather and Tourism: Bridging Science and Practice



Scott Curtis, Jennifer Arrigo, Patrick Long, and Ryan Covington
Center for Sustainable Tourism
Division of Research and Graduate Studies
East Carolina University

Center for Sustainable Tourism



Wet Weather Variables Unforeseen Tourism Business Insights

Weather and climate variables have major impacts on business, especially the outdoor-reliant tourism industry. Different weather events however, can result in entirely different contingencies based upon your business plan. Recorded weather phenomena do not stop at past temperature and precipitation, nor should your business-weather analysis.

So what? It rains and people stay home, right?

It might seem obvious that weather affects your business in simple ways, and certain factors definitely affect it more than others, but there are many more levels to explore before conceding a “rained out business day.” Knowing how the wet weather affects day-to-day business tourism becomes much more than a binary analysis, but rather a predictive process that can save you money. Below is a table of common “wetness variables” with potential uses in the outdoor tourism industry. *How do you use your business-weather?*

| Wetness Variable | Description | Primary Measure | Tourism Industry use in the Southeast: Best Practices and Negatives |
|-----------------------------|--|--------------------------------------|--|
| Humidity | A description of water vapor in the air. Seen as Relative Humidity or Dew Point. | Percentage/ Degrees Fahrenheit | (+) High humidity decreases the need for costly watering of vegetation. (-) High summer values make outdoor activities uncomfortable for clients. |
| Warm Season Precipitation | Precipitation encompasses all water types falling from the atmosphere. The warm season in North Carolina encompasses rainfall. | Inches | (+) Rain drives people indoors; indoor tourism can benefit. (*) Rain rehabilitates golf course turf and contributes to aesthetic quality. (-) Outdoor tourism activities are almost all hampered by rainfall. It depresses overall attendance and prohibits outdoor recreation. |
| Cold Season Precipitation | Precipitation encompasses all water types falling from the atmosphere. The cold season in North Carolina encompasses snow, sleet, and freezing rain. | Inches | (+) Snowfall helps ski resorts when amounts are light and manageable. (-) Heavy, wet snowfall or freezing rain precipitation hampers even waste tourism as roads become treacherous and impassable. (*) In the southeast, snowfall tends to be perceived more positively compared with rain. This can cause different tourist behavior between the two events. |
| Snow Water Equivalent (SWE) | Snow water from light and dry to heavy and wet. SWE quantifies this. The standard is 1" snow = 1.125" rain. | Rains/ Inches | (-) Wet snow are detrimental to road conditions and can depress tourist accessibility and willingness to participate in indoor and outdoor tourism. (*) A very important metric to the ski industry. Snow type influences the quality of various snow on a ski slope. |
| Stream Flow | A measure of the speed and amount of water passing through streams and rivers. | Cubic Feet Per Second | (*) Rating on the Appalachian Mountains is influenced by stream flow which is related in strength of the rapids. (*) Stream flow can be used as a proxy for ground water and golf golf course managers information on available watering capacities. |
| Soil Moisture | Atmospheric conditions can dry or saturate the soil; this measures the amount of water in the soil. | Cubic Meters | (*) Golf course managers can use soil moisture parameters to better maintain courses and turf choices. (-) Soil moisture can create local microclimates. This can lead to localized heat wave outbreaks or thunderstorms which negatively affect outdoor tourism and recreation. |



This document is part of "Climate, Weather and Tourism" - more made possible through a sponsorship of the Center for Sustainable Tourism at East Carolina University. For complete University Office of Engineering, Innovation and Entrepreneurship, Department of Planning, Innovation and Entrepreneurship, and the Center for Sustainable Tourism. Contact: Scott Curtis, Applied Atmospheric Science Program, Department of Geography, East Carolina University, Brewster A232, Greenville, NC 27858. Email: curts@ecu.edu. DOI:10.1175/2010BAMS2963.1. In final form 26 August 2010. ©2011 American Meteorological Society.

Greening North Carolina Travel and Tourism

Tips for Sustainable Practices in Tourism

170 to date



**Editor: Alex Naar, Director
Sustainable Tourism Initiatives**

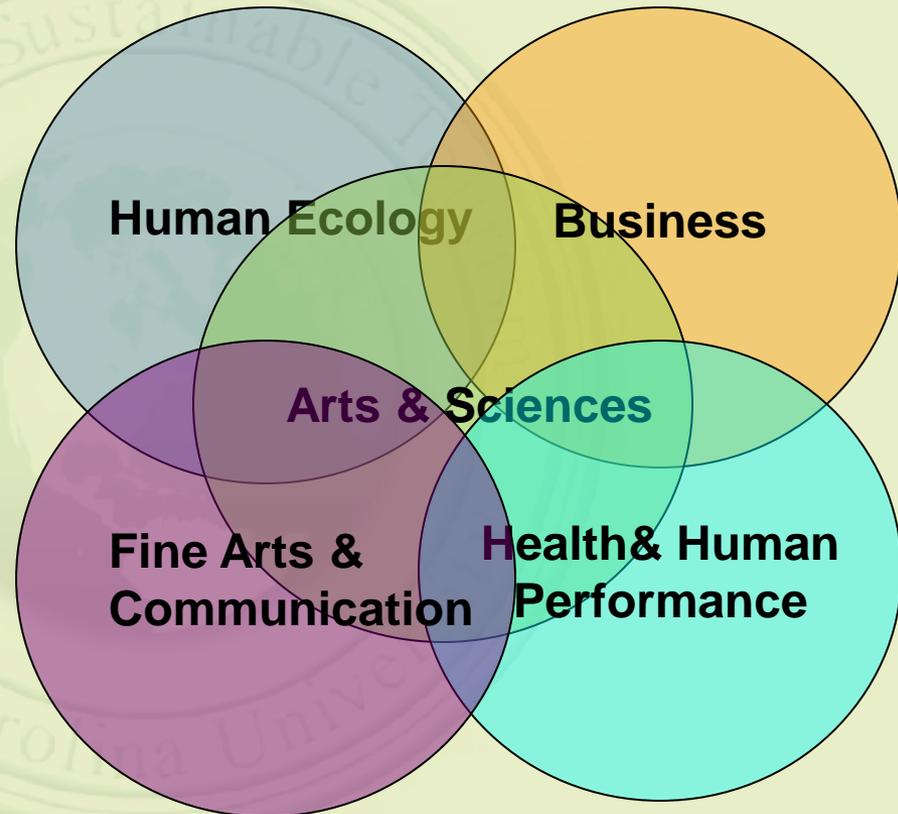
Center for Sustainable Tourism
East Carolina University

MS in Sustainable Tourism

An Interdisciplinary Program Colleges

Sample Departments

Supply Chain Management
Engineering
Recreation & Leisure Studies
Geography/Planning
Economics
Biology
Political Science
Atmospheric Sciences
Hospitality Management
Arts Management

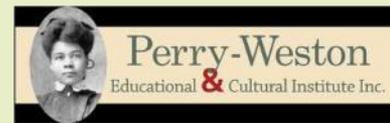
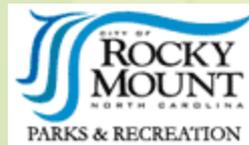


Eastern North Carolina Constituents



Uptown Business and Professional Association,
To Conserve our Heritage, aid Small Business Growth, and Build Community and Youth Involvement.

Historic Hope Plantation
1803 ~ 2003



Trail of Flames History Tour
The Great Fire of 1922 - An African-American History Tour

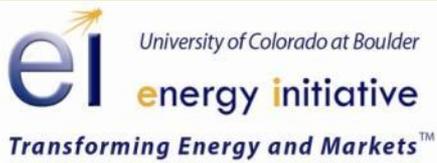
State of North Carolina Constituents



National/International Constituents



South Eastern Division of the Association of American Geographers



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Why pursue sustainability in tourism?

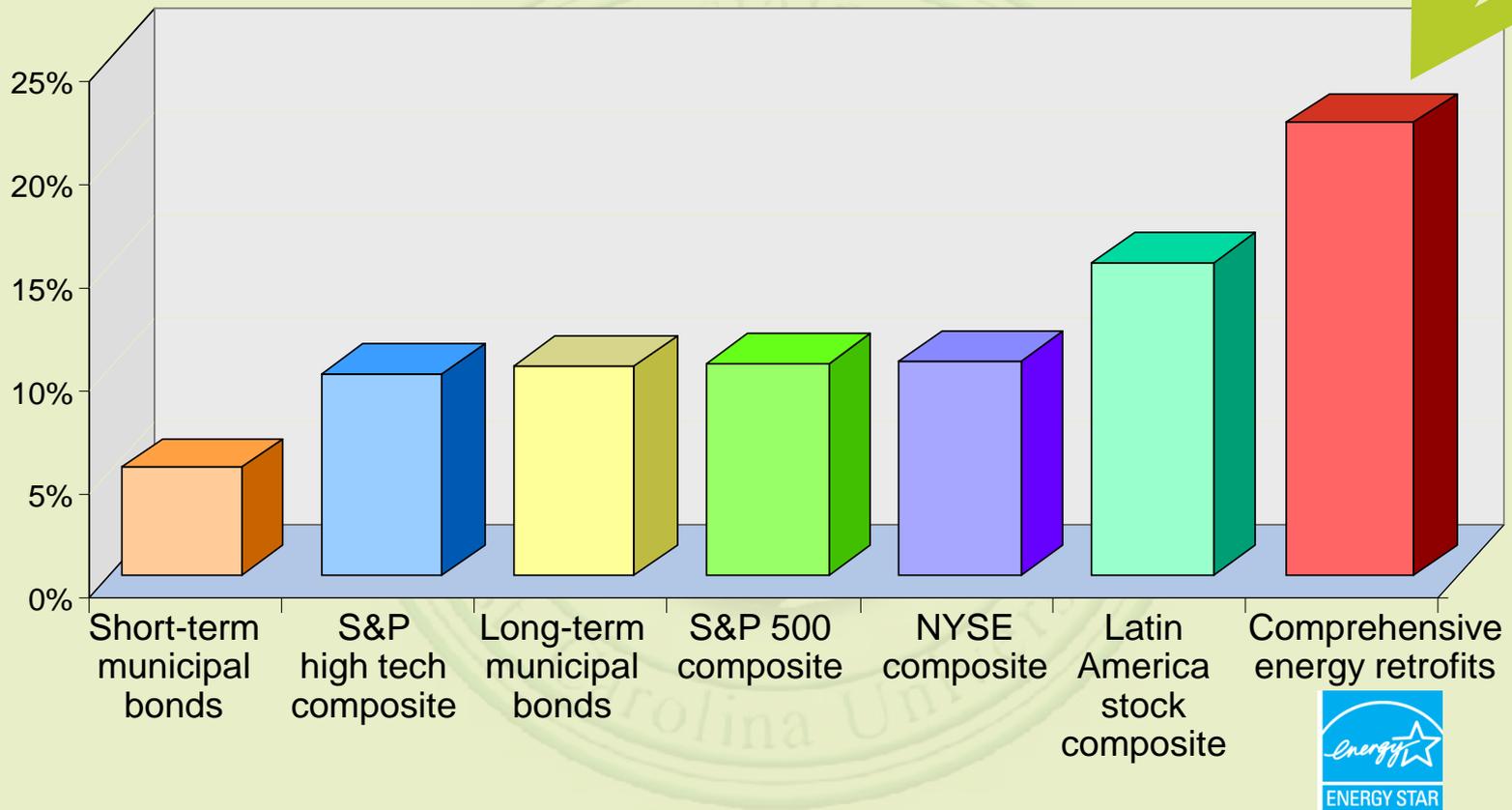
- ▶ Growing recognition of the **negative “footprint”** of tourism;
- ▶ ***Decrease costs/improve profits;***
- ▶ Create greater **“green” brand recognition;**
- ▶ ***Enhance business and destination reputation;***

Why pursue sustainability in tourism?

- ▶ **Increase market share** by responding to consumer demand;
- ▶ *Increase **employee loyalty** and cost savings on training;*
- ▶ **Enhance relationships/meet regulations** with governmental entities;
- ▶ *Contribute to the **well-being** of the community in which we live.*

ROI of Energy Efficiency

Historical Average Return (%) for Common Investments



Source: Tim Gasper, *Brady Trane Service, Inc*

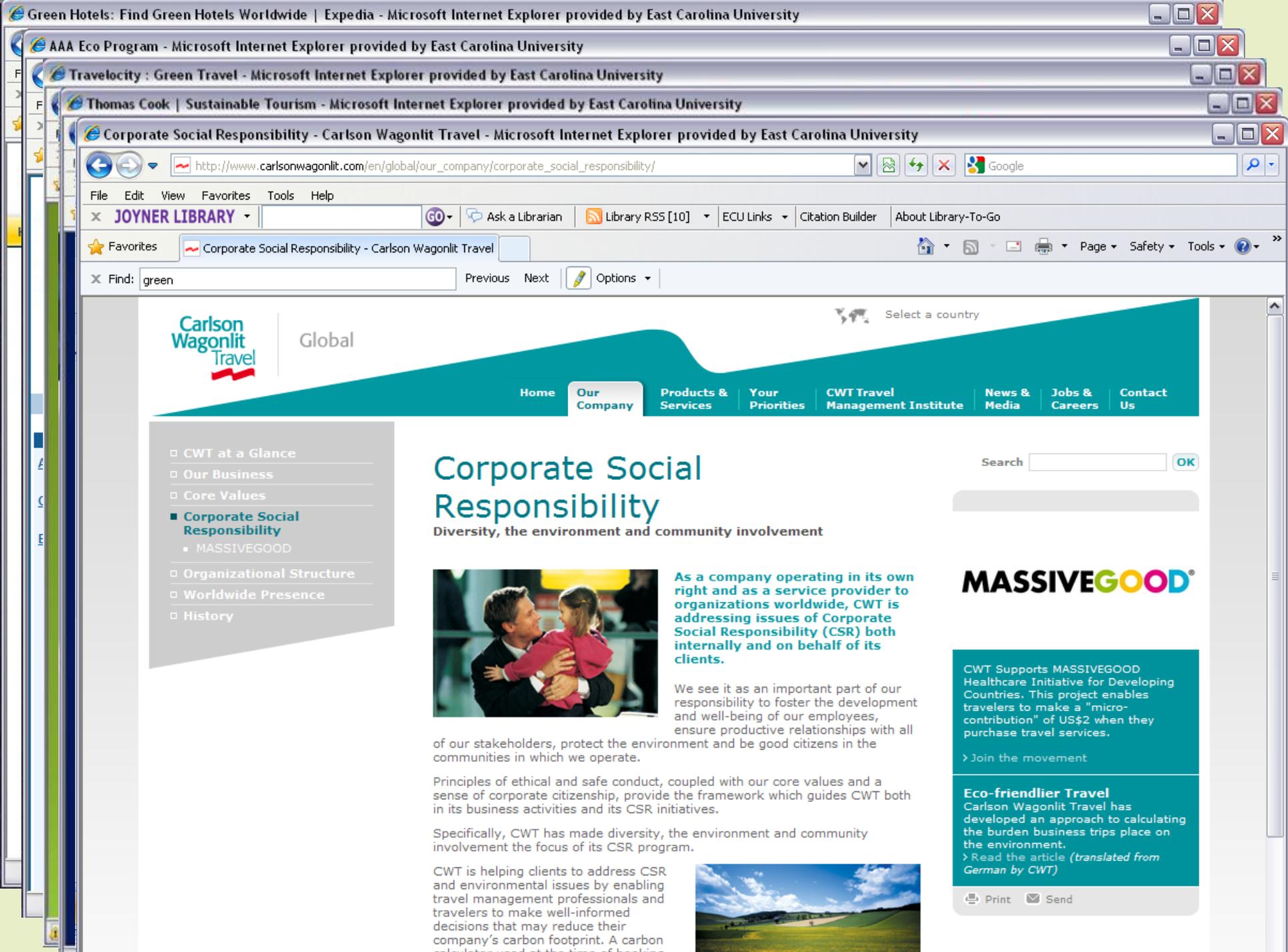
Governmental regulation

“We expect the pace of regulation to increase in the future. We believe the industry needs to be more proactive in helping to shape these regulations, not just to minimize their impact, but to help educate regulators and ensure that sensible, balanced actions are taken.”

Who is Interested in It?

- Travel Agents





Global

Select a country

- Home
- Our Company**
- Products & Services
- Your Priorities
- CWT Travel Management Institute
- News & Media
- Jobs & Careers
- Contact Us

- CWT at a Glance
- Our Business
- Core Values
- **Corporate Social Responsibility**
 - MASSIVEGOOD

- Organizational Structure
- Worldwide Presence
- History

Corporate Social Responsibility

Diversity, the environment and community involvement

Search



As a company operating in its own right and as a service provider to organizations worldwide, CWT is addressing issues of Corporate Social Responsibility (CSR) both internally and on behalf of its clients.

We see it as an important part of our responsibility to foster the development and well-being of our employees, ensure productive relationships with all

of our stakeholders, protect the environment and be good citizens in the communities in which we operate.

Principles of ethical and safe conduct, coupled with our core values and a sense of corporate citizenship, provide the framework which guides CWT both in its business activities and its CSR initiatives.

Specifically, CWT has made diversity, the environment and community involvement the focus of its CSR program.

CWT is helping clients to address CSR and environmental issues by enabling travel management professionals and travelers to make well-informed decisions that may reduce their company's carbon footprint. A carbon calculator used at the time of bookings



MASSIVEGOOD®

CWT Supports MASSIVEGOOD Healthcare Initiative for Developing Countries. This project enables travelers to make a "micro-contribution" of US\$2 when they purchase travel services.

> Join the movement

Eco-friendlier Travel

Carlson Wagonlit Travel has developed an approach to calculating the burden business trips place on the environment.
> Read the article *(translated from German by CWT)*

Who is Interested in It?

- Travel Agents
- Travel Professionals



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TRAVELGREEN.ORG

Protecting the Environment Through Sustainable Travel



Photo by South Dakota Tourism

TravelGreen.org is the go-to source for information on sustainable travel – the place to learn how environmental sustainability is good for business and how leading travel companies and destinations are aggressively pursuing eco-friendly travel opportunities for their customers. Developed by the U.S. Travel Association in cooperation with American Express travelgreen.org is intended to be the go to source for the Travel Industry, Policymakers and the Media on actual sustainable travel examples and information.

Travel Leaders

Helping travel leaders learn more about travel sustainability through basic information and case studies from leading travel organizations

Policymakers

Developed to help travelers, how the travel community is actively engaged in sustainable efforts to

TOOLS

- SHARE
- U.S. Travel News RSS
- Toolkits

Who is Interested in It?

- Travel Agents
- Travel Professionals
- Accommodations and Attractions



Green Resource Center - AH&LA - Microsoft Internet Explorer provided by East Carolina University

Sustainability & Social Responsibility | National Restaurant Association - Microsoft Internet Explorer provided by East Carolin

The Walt Disney Company - Corporate Citizenship - Microsoft Internet Explorer provided by East Carolina University

NASCAR.COM - NASCAR announces tree planting program at tracks - Jun 12, 2009 - Microsoft Internet Explorer provided by East Car

GREEN: Is it Heading In New Directions for the Meeting Industry? | Conference Center Blog - Microsoft Internet Explorer provide

http://www.conferencecenterblog.com/2011/08/18/green-is-it-heading-in-new-directions-for-the-meeting-industry/

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 Andrea Sullivan
 ARAMARK Conference Centers ARAMARK

The National Conference Center Blog

The Best of Both Worlds: Group Time and Self-Time for Attendees
 Did you catch Food for Thought on the Cover of Corporate & Incentive Travel? >

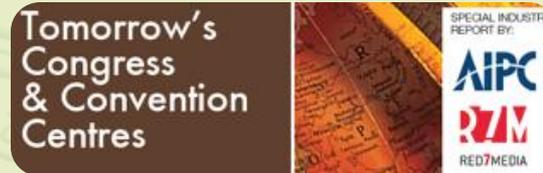
GREEN: Is it Heading In New Directions for the Meeting Industry?

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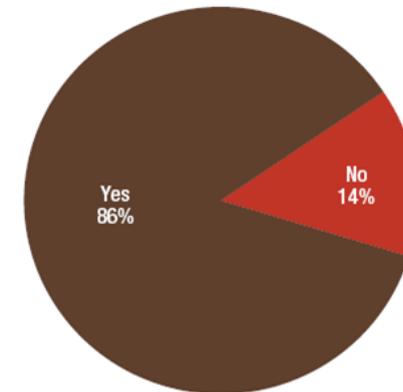
GREEN: Is it Heading In New Directions?

- **86% of convention centers** have implemented sustainable practices.



- They are not alone:
 - 2006-2007 survey of **tourism organizations** found **75.4% were involved in CSR activities**

Percentage of Facilities with Green / Sustainability Programs and Policies



GREEN PROGRAMS IN PLACE

- NRA recently found that **65% of restaurants have a recycling program** in place
- According to AH&LA, **86% of hotels use energy efficiency lighting**

Proximity Hotel—Greensboro, NC



Proximity Hotel (LEEDS certified, Platinum Level)

Outer Banks Brewing Station



Photo courtesy Outer Banks Brewery

Not only is it the country's first Brewery powered by a wind turbine, its also the first and only restaurant.

O.B.B.

- Supplements power--saves between \$150 and \$250 per month on electric bill;
- Use 100% of the power the turbine generates.
- 11 year payback offsetting 250 tons of GHG over its operating life.

Music on the Mountaintop, Boone, NC

Uses renewable energy and supports local nonprofits



Examples of Sustainable Tourism In North Carolina



Highland Lake Inn, Flat Rock, NC

Farm to table program & solar hot water.

Examples of Sustainable Tourism In North Carolina



Mez Restaurant, Durham--LEED certified, Silver Level)

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Who is Interested in It?

- Travel Agents
- Travel Professionals
- Accommodations and Attractions
- Travelers

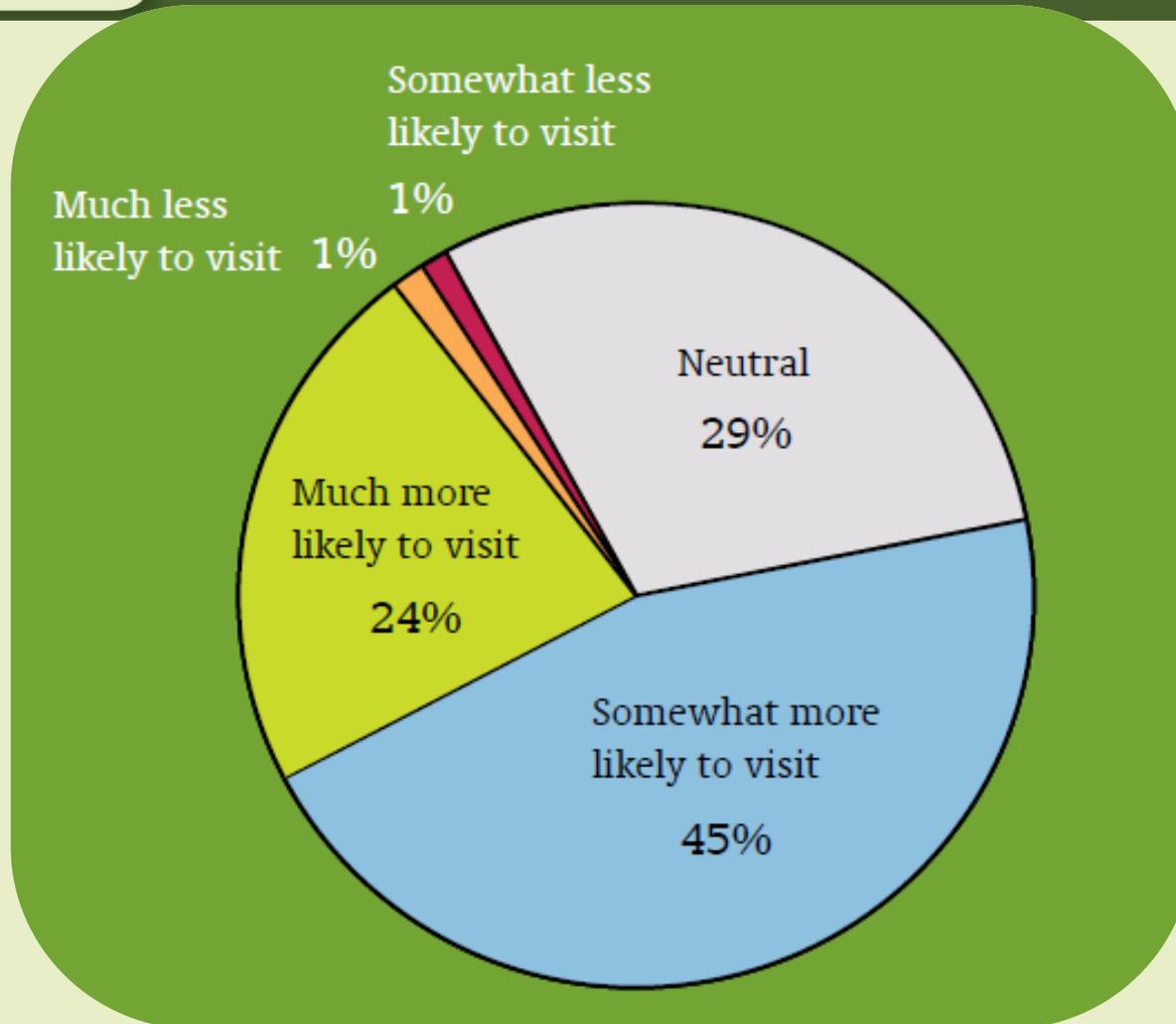


Travelers Making Green Choices

- 70% of attraction visitors are more likely to visit, and visit more frequently attractions that pursue green practices (PGAV Consulting)
- 47% of travelers will take eco-friendly factors in to consideration when making travel plans in 2011 (TripAdvisor)
- 45% of guests surveyed would be willing to pay a higher room rate for sustainability initiatives in hotels (Cornell University)



Traveler Likelihood of Visiting Green Attractions



Source: PGAV Destination Consulting

I pledge
to travel
green

United States Visitor Care Code



www.visitorcarecode.org

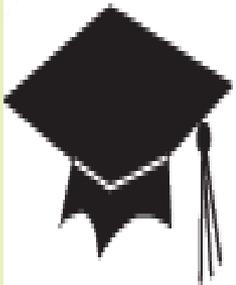


SIZE: ONE SIZE FITS ALL
STYLE: GREEN
MADE FROM: 25% KNOWLEDGE,
25% RESPONSIBILITY, 50% CARE,
100% GREEN



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10 WAYS TO CARE:



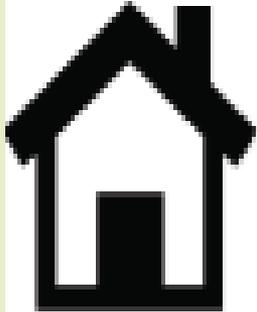
1. LEARN ABOUT YOUR DESTINATION- Enjoy a rewarding experience by learning more about the natural environment, culture, and history that makes every destination unique.



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10 WAYS TO CARE:



2. DON'T LEAVE YOUR GOOD HABITS AT HOME – While traveling, continue to recycle, use water wisely, and turn off lights as you would at home.

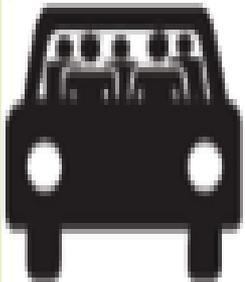


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10 WAYS TO CARE:



3. BE A FUEL-EFFICIENT TRAVELER- Book direct flights, rent smaller cars and keep your own vehicle operating at maximum efficiency. Once in your destination, walk or bike where possible.



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10 WAYS TO CARE:



4. MAKE INFORMED DECISIONS- Seek out destinations or companies that engage in energy efficiency or recycling programs and that take actions to preserve their communities and the natural environment.

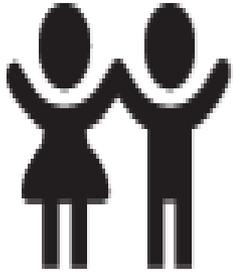


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10 WAYS TO CARE:



5. BE A GOOD GUEST- Remember that you are a guest in your destination. Engage with locals but respect their privacy, traditions and local community.



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10 WAYS TO CARE:



6. SUPPORT LOCALS- As a visitor, the money you spend on your trip can help support the local artisans, farmers, and business owners whose livelihood depends on tourism.



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10 WAYS TO CARE:



7. DISPOSE OF YOUR WASTE PROPERLY- Leave a beautiful place for others to enjoy- recycle where possible and always dispose of your waste with care.



10 WAYS TO CARE:



8. PROTECT YOUR NATURAL SURROUNDINGS-

Be mindful of the plants, animals and ecosystems that you impact. Avoid feeding wildlife, stay on designated trails and strictly follow all fire restrictions

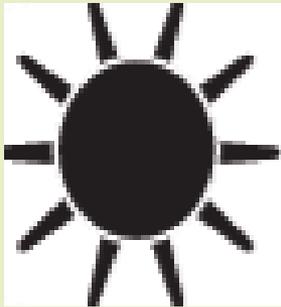


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100% GREEN



Developed and managed by the Center for Sustainable Tourism
www.sustainabletourism.org

10 WAYS TO CARE:



9. MAKE YOUR TRAVEL ZERO EMISSIONS- As an additional step, consider the option of purchasing carbon credits to fully offset your travel's impact on climate change.

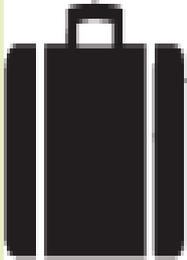


SIZE: ONE SIZE FITS ALL
STYLE: GREEN
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10 WAYS TO CARE:



10. BRING YOUR EXPERIENCES HOME- Continue practicing your sustainable habits at home and encourage friends and family to travel with the same care.

10 Steps You Might Take

1. Make a (in)formal commitment to sustainability;
2. Take advantage of existing programs in your community;
3. Establish a “green” team;
4. Go Local and Make Partnerships ;
5. Empower your staff , volunteers and patrons;



10 Steps You Might Take

6. Take small steps—embrace do-able actions;
7. Craft a strategy to monitor, record and promote progress and success;
8. Energy Efficient Lighting—a sure bet;
9. Utilize state agency resources (green recognition programs);
10. Establish relationships and partnerships that result in an enhanced product.





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Serving the Region, State and Nation.

www.visitorcarecode.org

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