

# Economic Development and Tourism: Pursing the Sustainability Factor



[www.sustainabletourism.org](http://www.sustainabletourism.org)

Climate Change in the Caribbean  
San Juan, Puerto Rico  
Dr. Patrick Long, Center Director

# proof of global warming



# 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

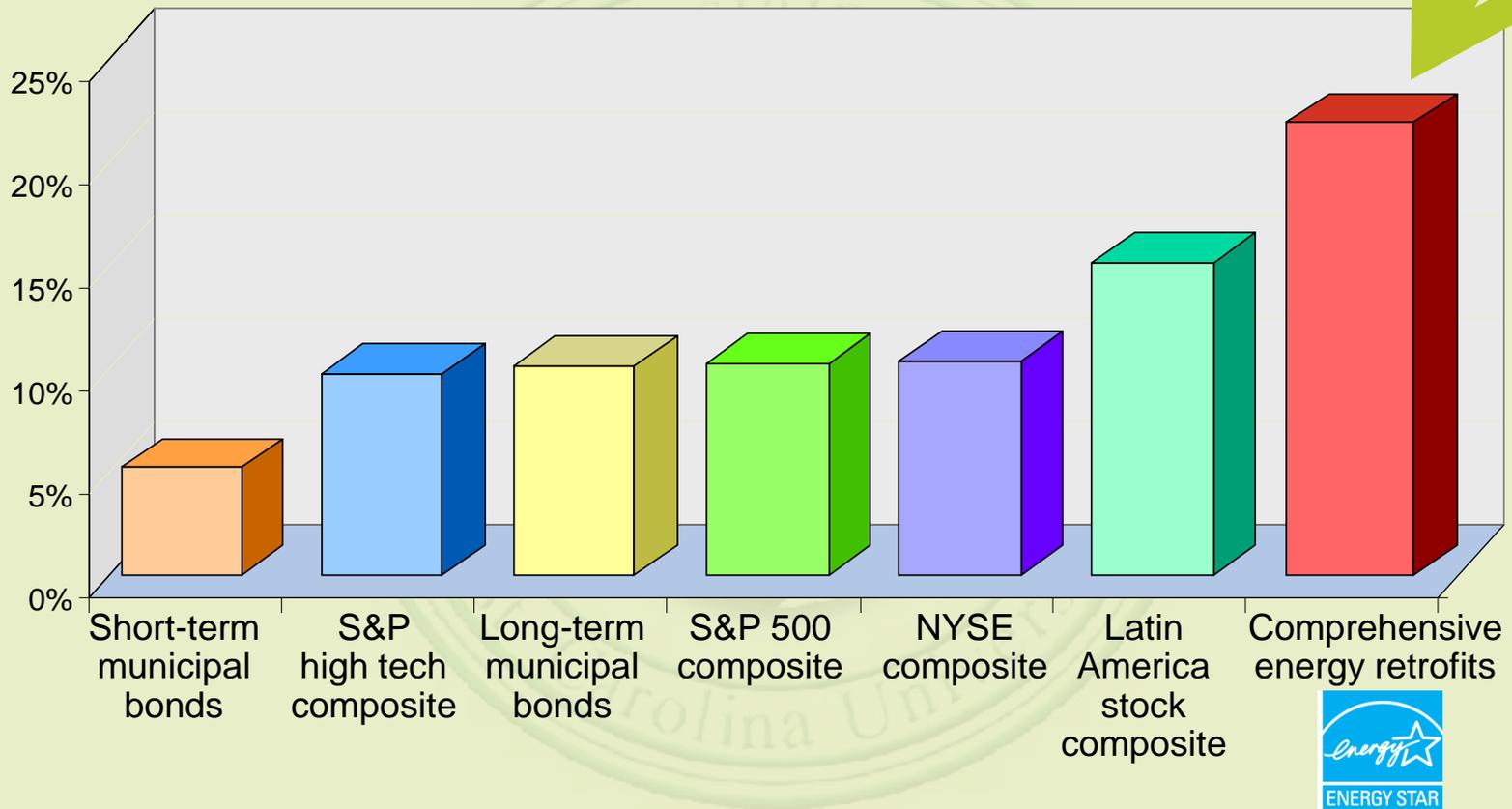
Training and education for employees and clients

# Making Sustainable Tourism Happen



# ROI of Energy Efficiency

Historical Average Return (%) for Common Investments



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

# This presentation is about

- 1. Bi-Directionality of Climate and Tourism**
2. Changes within the Tourism Industry
3. The Center for Sustainable Tourism
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



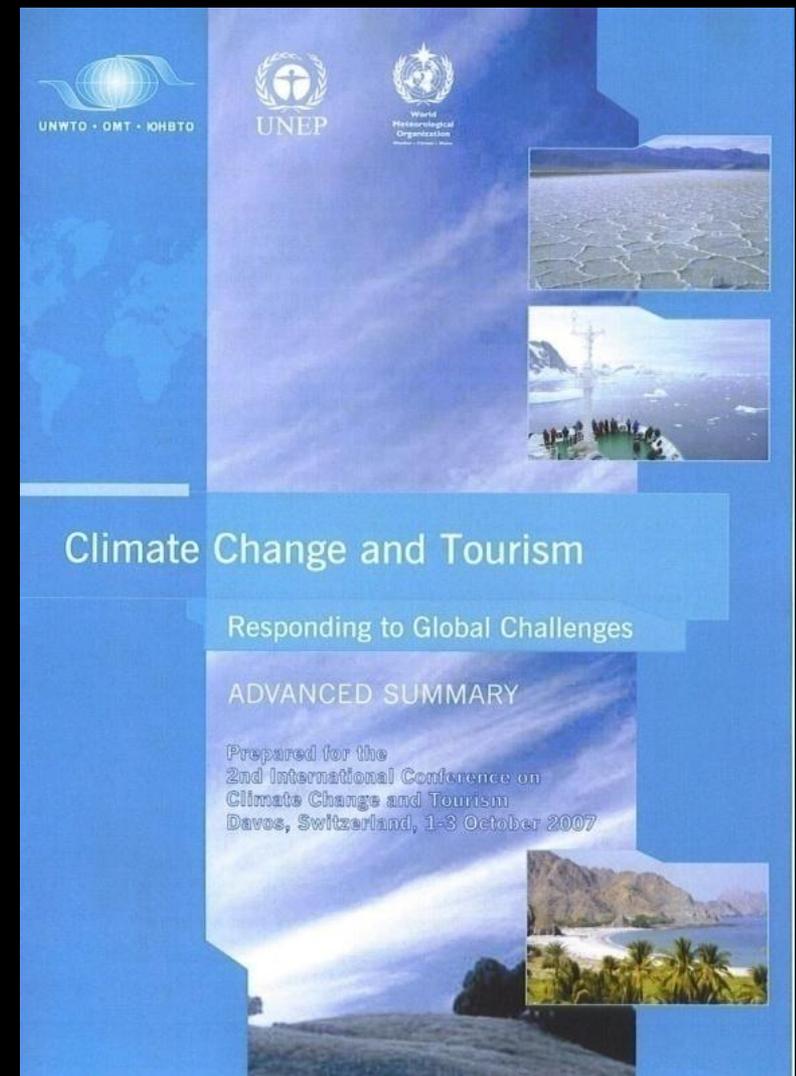
**'Golf courses tee up opposition to  
Las Vegas drought plan'**

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)

‘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’

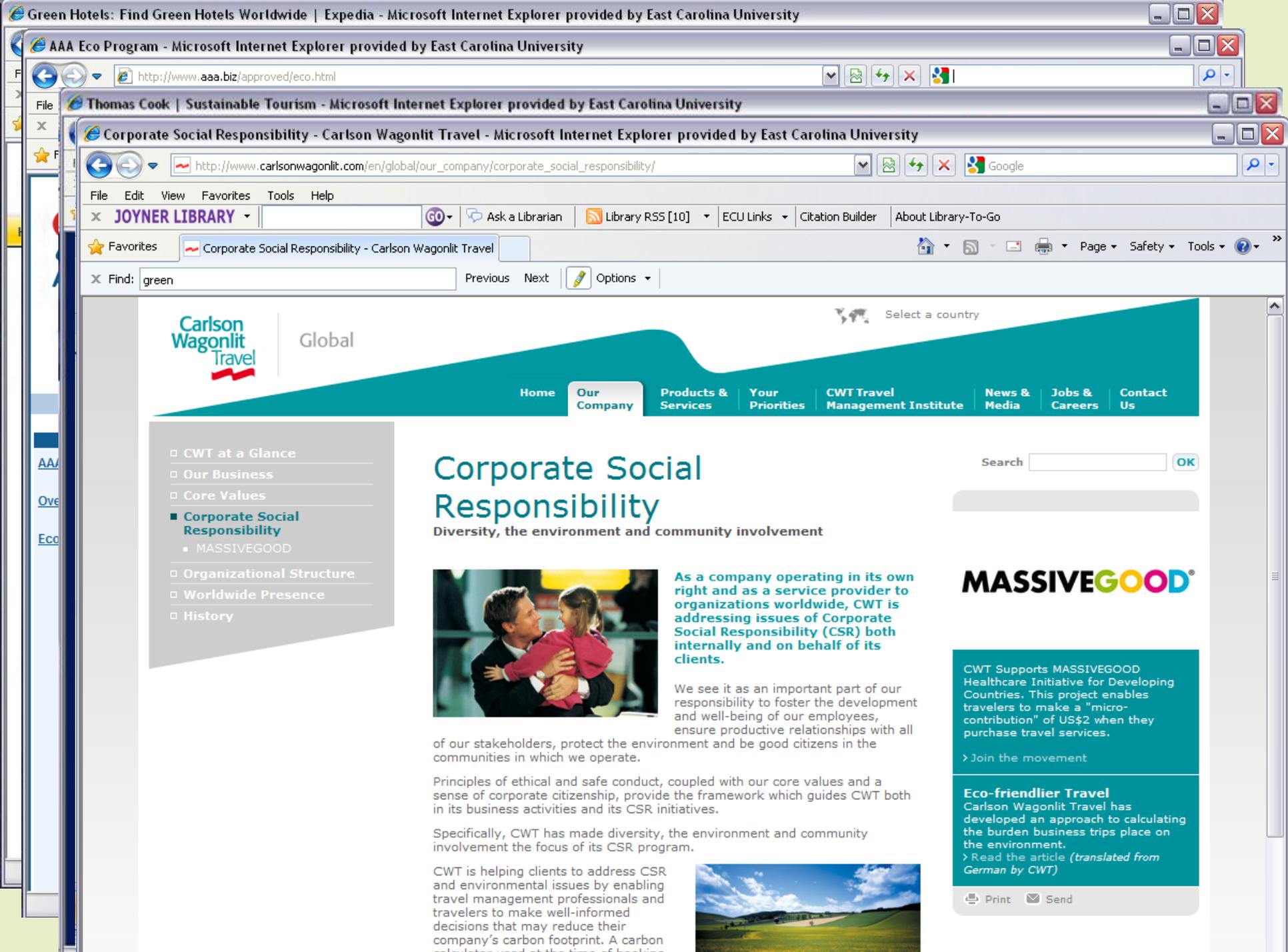
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# Who is Interested?

- Travel Providers





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?

- Travel Providers
- Professional Travel Organizations





SEARCH:

BECOME A MEMBER | CONTACT | TOOLS | CART

- ABOUT U.S. TRAVEL
- MEMBER SERVICES & COUNCILS
- EVENTS
- MARKETING
- RESEARCH
- GOVERNMENT RELATIONS
- NEWS
- LOGIN

Home » Research » More Online Resources » TravelGreen.org

- Research**
- ▶ Destination Travel Insights
  - ▶ Domestic Research
  - ▶ International Research
  - ▶ Economic Research
  - ▶ Forecasts
  - ▶ travelhorizons™
  - ▶ Custom Research
  - ▶ U.S. Travel Outlook
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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](http://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

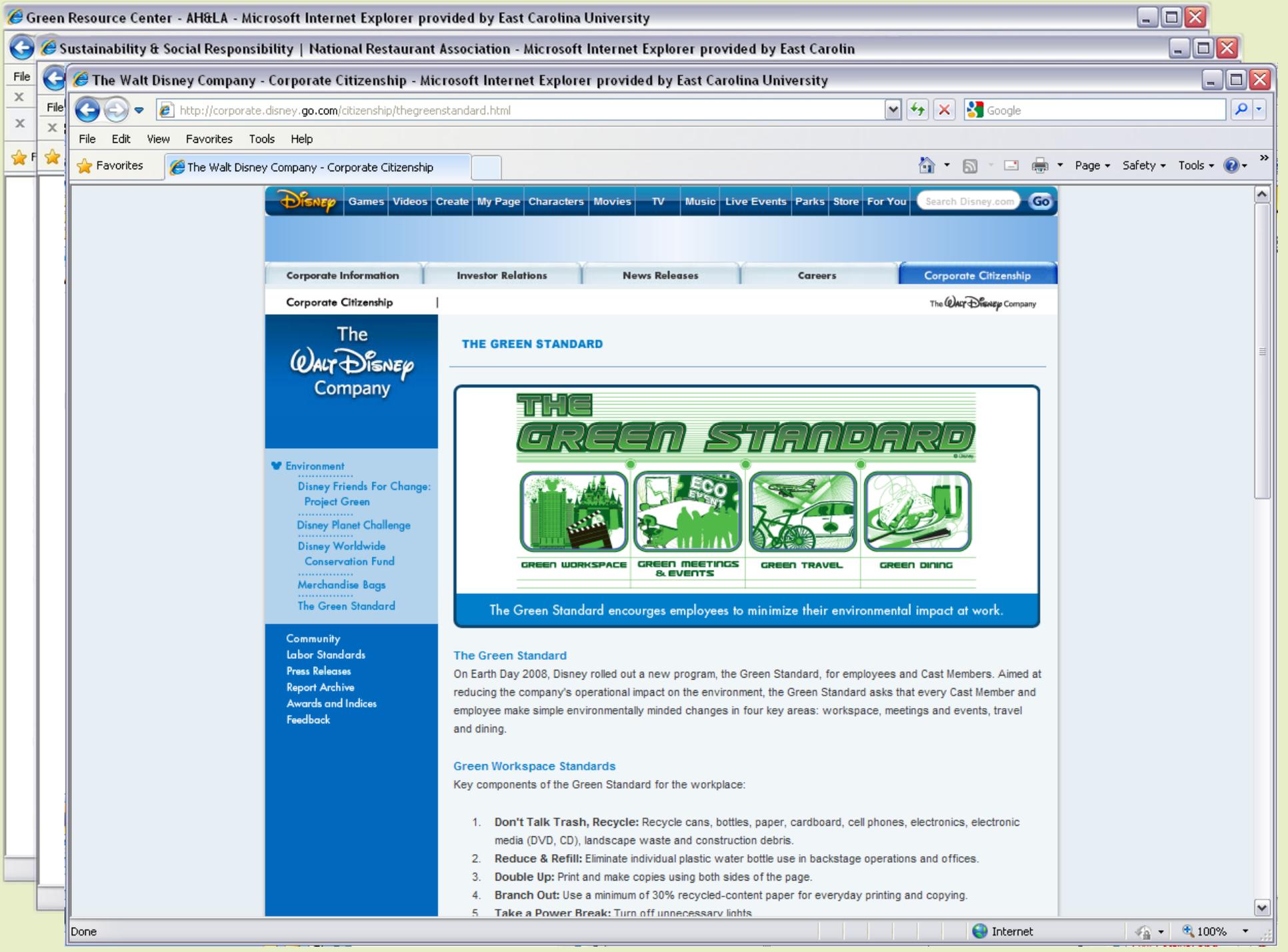
**TOOLS**

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

# Who is Interested?

- Travel Providers
- Travel Professionals
- Accommodations, Attractions and Food Service





http://corporate.disney.go.com/citizenship/thegreenstandard.html

File Edit View Favorites Tools Help

Favorites The Walt Disney Company - Corporate Citizenship

Disney Games Videos Create My Page Characters Movies TV Music Live Events Parks Store For You Search Disney.com Go

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Corporate Citizenship

The Walt Disney Company



### THE GREEN STANDARD

# THE GREEN STANDARD



GREEN WORKSPACE



GREEN MEETINGS & EVENTS



GREEN TRAVEL



GREEN DINING

The Green Standard encourages employees to minimize their environmental impact at work.

- Environment
  - Disney Friends For Change: Project Green
  - Disney Planet Challenge
  - Disney Worldwide Conservation Fund
  - Merchandise Bags
  - The Green Standard

- Community
  - Labor Standards
  - Press Releases
  - Report Archive
  - Awards and Indices
  - Feedback

#### The Green Standard

On Earth Day 2008, Disney rolled out a new program, the Green Standard, for employees and Cast Members. Aimed at reducing the company's operational impact on the environment, the Green Standard asks that every Cast Member and employee make simple environmentally minded changes in four key areas: workspace, meetings and events, travel and dining.

#### Green Workspace Standards

Key components of the Green Standard for the workplace:

- Don't Talk Trash, Recycle:** Recycle cans, bottles, paper, cardboard, cell phones, electronics, electronic media (DVD, CD), landscape waste and construction debris.
- Reduce & Refill:** Eliminate individual plastic water bottle use in backstage operations and offices.
- Double Up:** Print and make copies using both sides of the page.
- Branch Out:** Use a minimum of 30% recycled-content paper for everyday printing and copying.
- Take a Power Break:** Turn off unnecessary lights

# GREEN: What Direction is it Heading?

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

**They are not alone:**

- **75.4% of tourism organizations are involved in CSR activities (2006-2007)**
- **65% of restaurants have a recycling program in place (NRA)**
- **86% of hotels use energy efficiency lighting (AH&LA)**

Tomorrow's  
Congress  
& Convention  
Centres



# 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.

- Saves between \$150-\$250 per month on electric bill;
- Uses 100% of the power generated.
- 11 year payback
- Will offset 250 tons of GHG over its operating life.

# Waste Reduction, LED Lighting, Landscaping



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

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- 3. The Center for Sustainable Tourism**
4. Travel Care Code

# 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.*



# NC GreenTravel Initiative



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](#)
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Downtown Charlotte Skyline - Stock Photo



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



# Renewable Energy in Tourism Initiative (RETI)



[www.renewabletourism.com](http://www.renewabletourism.com)

Center for Sustainable Tourism  
East Carolina University

Energy Initiative  
University of Colorado at Boulder

National Renewable Energy Lab



**Best Practice Manual**

East Carolina  
UNIVERSITY



**Best Practice Manual**

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](http://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 Change and Property Ownership

## Sea Grant Funded Research



- 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 future 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 future property value (cluster 3)
  - Very little education
  - Practice sustainable actions (but less so than the first two clusters)
  - Larger proportion of full time residents

# 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



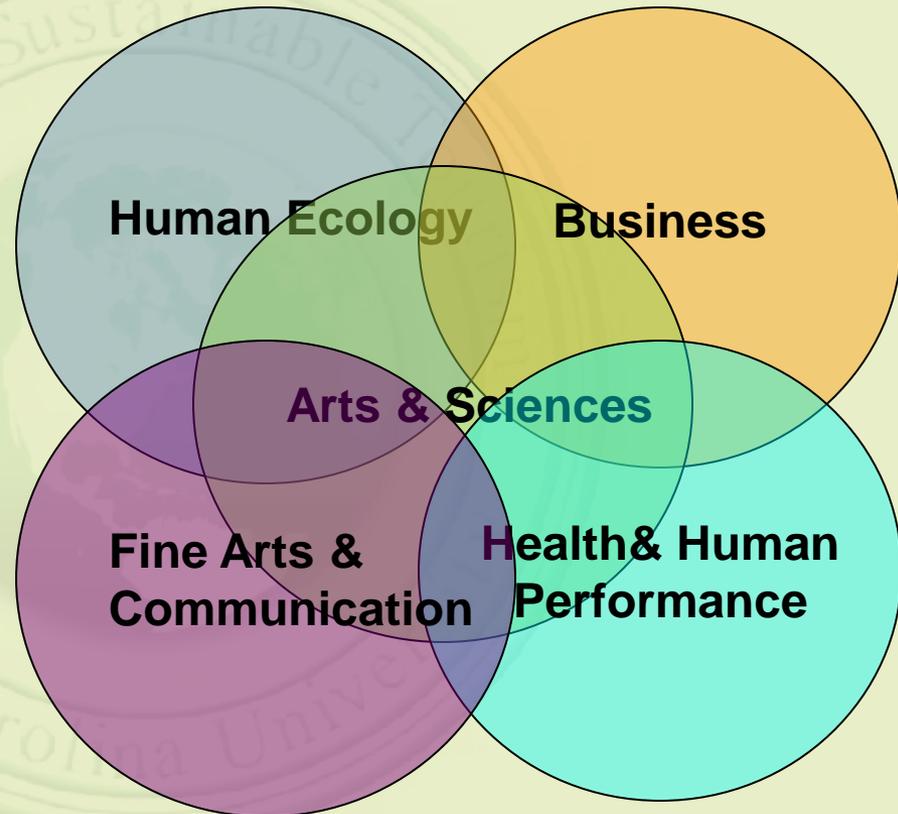
| Light Type              | Power (watts) |
|-------------------------|---------------|
| Incandescent (existing) | 40            |
| Fluorescent (existing)  | 11            |
| LED (new installation)  | 2             |

# 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



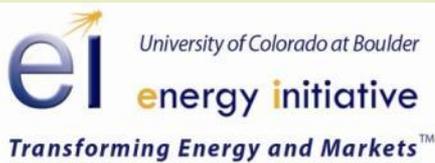
# State Constituents and Partners



# National/International Constituents



South Eastern Division of the Association of American Geographers



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3. The Center for Sustainable Tourism
4. **Travel Care Code**

# 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)



I pledge  
to travel  
**green**

United States Visitor Care Code



[www.visitorcarecode.org](http://www.visitorcarecode.org)

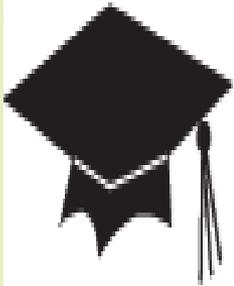


**SIZE:** ONE SIZE FITS ALL  
**STYLE:** GREEN  
**MADE FROM:** 25% KNOWLEDGE,  
25% RESPONSIBILITY, 50% CARE,  
100% GREEN



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[www.sustainabletourism.org](http://www.sustainabletourism.org)

# 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.

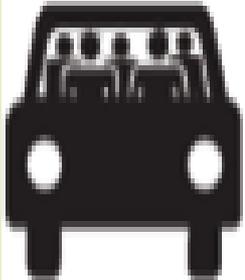


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# 10 WAYS TO CARE:



**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:



**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.

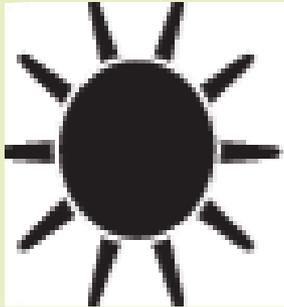


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# 10 WAYS TO CARE:



**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.



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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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[www.sustainabletourism.org](http://www.sustainabletourism.org)

*Serving the Region, State and Nation.*

[www.visitorcarecode.org](http://www.visitorcarecode.org)

[www.mastersofsustainabletourism.org](http://www.mastersofsustainabletourism.org)