“Pledge to Travel Green: Actualizing Our Sustainable Values and Desires Through Tourism”

Patrick Long, Director
Center for Sustainable Tourism
Some info requests FROM you.

- Define Sustainable Tourism for the audience.
- How tourism affects the local indigenous populations from a cultural and ecological standpoint.
- Interested to hear about the work the center does.
- The master’s degree program you offer?
- Speak about some of the job possibilities that stem from this field.
proof of global warming

Some questions FOR you.
What should we rename Glacier National Park?

Help Rename Glacier National Park!

* (not that we really want to...)

(tripcart.typepad.com, blog.silive.com, www.cascadianow.org)
How soon will we need to again move the Cape Hatteras Light House?
At what price of gas will the American public stop, or cut back substantially, driving for vacations?
Can tourism survive without improving technology and energy resources for airlines?
Do you buy Carbon Offset Vouchers when making airline travel arrangements?

(www.four-pillars.co.uk, www.four-pillars.co.uk)
Did the last hotel you stayed at feature linen reuse, zero waste policies, or water saving devices?
How do we maintain a “community sense of place” in tourism destinations when workers are unable to afford the cost of housing?
Tourism in North Carolina

• **Seventh** most visited state in the U.S.
• Visitors spent **$18.4 billion** while visiting the state in 2011.
• directly supporting **200,000 jobs** and **40,000 NC businesses**.
• and contributing **$1.5 billion** in state and local taxes.

Source: NC Division of Tourism
Tourism in Eastern North Carolina

- Visitor expenditures: $4.26 billion.
- $780.18 million in Payroll.
- And employs 91,040.

In Craven County

- Visitor expenditures: $116.29 million.
- $21.39 million in payroll.
- And employs 1,040.

Source: NC Division of Tourism
Edward Abbey . . .

“Tourism is always and everywhere a dubious, fraudulent, distasteful, and in the long run, degrading business, enriching a few, doing the rest more harm than good.”
“Good” tourism

- Beneficial to local residents
- Results in local purchases and profits
- Results in preservation of natural environment
- Preserves traditional values and lifestyles
- Results in local employment & management

Baffin Region, NW Canada, Regional Tourism Planning Project
“Good” tourism

- Provides secondary infrastructure benefits
- Attracts informed and understanding visitors
- Results in local control and ownership
- Does not overwhelm the community
- Results in external investments being directed towards these goals

Baffin Region, NW Canada, Regional Tourism Planning Project
“I think tourism is like seasoning on food. Some can make an improvement, a little more can make it perfect. A lot ruins it and makes a good thing disgusting.”

Independent note on a questionnaire
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 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
Center for Sustainable Tourism Principles

- Grounded in all facets of sustainability;
- Approach is interdisciplinary;
- Integrates research, academics and outreach;
- Balances the environmental, economic and social-cultural dimensions;
- Affects change in business practice, government polices and individual traveler behaviors, regarding tourism;
- Scope is regional, state, national and global.
National/International Constituents
Eastern North Carolina Constituents
Why pursue sustainability in tourism?

- Growing recognition of the negative "footprint" of tourism;
- To *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.
Replacing incandescent bulbs with CFL’s can result in an astounding **75 per cent savings** in energy usage.

Switching to an energy efficient LED Exit Sign can save almost $50 the first year, **a saving of $581 over ten years** compared to traditional exit signs.

High-Efficiency toilets can result in an **annual savings of $540 a year** and have a payback period of less than one year.
ROI of Energy Efficiency

Historical Average Return (%) for Common Investments

Source: Tim Gasper, *Brady Trane Service, Inc*
Who is Interested in It?

- Travel Agents
Corporate Social Responsibility
Diversity, the environment and community involvement

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 neutral setting also allows a company to publicize its commitment to the environment.

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

Eco-friendly travel
Carlson Wagonlit Travel has developed an approach to calculating the carbon footprint of its business trips. This has enabled CWT to provide a carbon footprint for all its business travel activities.

Join the movement
Who is Interested in It?

• Travel Agents
• Travel Professionals
TravelGreen.org | U.S. Travel Association

INTERNATIONAL P O W V I E W  |
DISCOVER AMERICA  |
POWER OF TRAVEL  |
TRAVEL GREEN

SEARCH:

TOOLs

SEARCH

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
Learn more about the latest travel trends and tracking the state of travel on Capitol Hill

Home  ▶ Research  ▶ More Online Resources  ▶ TravelGreen.org
Who is Interested in It?

- Travel Agents
- Travel Professionals
- Accommodations and Attractions
The National Conference Center Blog

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

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?

Tags:
#eventprofs
Andrea Sullivan
ARAMARK Conference Centers ARAMARK

The National Conference Center is proud to be a non-smoking facility.
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
  - NRA recently found that 65% of restaurants have a recycling program in place
  - According to AH&LA, 86% of hotels use energy efficiency lighting
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 into 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).
## Green Practices Travelers Look for at Destinations

<table>
<thead>
<tr>
<th>Practice</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycle bins</td>
<td>87.9%</td>
</tr>
<tr>
<td>Use of energy efficient lighting</td>
<td>86.6%</td>
</tr>
<tr>
<td>Solar panels</td>
<td>80.2%</td>
</tr>
<tr>
<td>Sell F/B in reusable or biodegradable plates, cups &amp; silverware</td>
<td>77.1%</td>
</tr>
<tr>
<td>Reusable shopping bags</td>
<td>76.5%</td>
</tr>
<tr>
<td>Offer water in biodegradable cups instead of selling water bottles</td>
<td>76.0%</td>
</tr>
<tr>
<td>Natural landscape</td>
<td>73.3%</td>
</tr>
<tr>
<td>Occupancy sensors attached to lighting</td>
<td>66.9%</td>
</tr>
<tr>
<td>Use of hybrid company vehicles</td>
<td>65.2%</td>
</tr>
<tr>
<td>Composting</td>
<td>64.1%</td>
</tr>
<tr>
<td>Using all natural product cleaners/insecticides</td>
<td>63.7%</td>
</tr>
<tr>
<td>Encourage guests to bring own reusable mugs with them</td>
<td>57.1%</td>
</tr>
<tr>
<td>Serving organic fruits and vegetables</td>
<td>52.5%</td>
</tr>
<tr>
<td>LEED Certification of the facility</td>
<td>50.9%</td>
</tr>
</tbody>
</table>

*PGAV Destination Consulting*
Sustainable Tourism Business Actions
Outer Banks Brewing Station

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

Proximity Hotel (LEEDS certified, Platinum Level)
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)
Examples of Sustainable Tourism In North Carolina

The *Pinehurst* No. 8 Centennial Golf Course Audubon International Bird Salutary
Center for Sustainable Tourism

- Promotes sustainable tourism throughout North Carolina, the nation and globally through innovation in graduate education, leadership development, community consultation and collaborative research.

- Center initiatives:
  - Climate, Weather and Tourism
  - Renewable Energy in Tourism
  - Race, Ethnicity, Social Equality and Tourism (RESET)
  - Tourism Entrepreneurship
  - Sustainable Food Systems
  - United States Travel Care Code
  - Engagement and Community Outreach
  - Community Sense of Place

- **Master of Science (Interdisciplinary) in Sustainable Tourism**

[www.sustainabletourism.org](http://www.sustainabletourism.org)
State Level Sustainable Tourism

ncgreentravel

DEAO
Division of Environmental Assistance and Outreach

Center for Sustainable Tourism
North Carolina State University

north carolina
visitnc.com

Waste Reduction Partners

Green Lodging Florida
Florida Department of Environmental Protection
PLEDGE TO TRAVELGREEN
UNITED STATES TRAVEL CARE CODE

www.TravelCareCode.org
Every year, 8 billion plastic bags are thrown away in the U.S. Bring a reusable bag on your vacation, or buy one as a souvenir.

For more tips and resources on traveling with care – see: www.TravelCareCode.org

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

Sponsored by: miles marketing destinations
Carry a reusable water bottle. Only about 20% of the 30 billion plastic water bottles Americans consume each year are recycled.
Choose to recycle your soda and beer cans. It takes 95 percent less energy to recycle an aluminum can than it does to make a new one.

For more tips and resources on traveling with care – see: www.TravelCareCode.org

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

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PLEDGE TO TRAVEL GREEN

UNITED STATES TRAVEL CARE CODE

1. **Learn about Your Destination** – Enjoy a rewarding experience by learning more about the natural environment, culture and history that make every destination unique.

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.

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 as much as possible.

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 natural environment.

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.

6. **Support Locals** – As a visitor, the money you spend on your trip can help support the local artisans, farmers and business owners whose livelihoods depend on tourism.

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.

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.

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.

10. **Bring Your Experiences Home** – Continue practicing your sustainable habits at home, and encourage friends and family to travel with the same care.

For more tips and resources on traveling with care – see: [www.TravelCareCode.org](http://www.TravelCareCode.org)
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.

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.

Development and Management of Sustainable Tourism
Research, evaluate, and apply social and environmentally responsible business practices in tourism.

Planning and Policy of Sustainable Tourism
Focus on public policy issues and planning strategies critical to sustainable tourism.

Research Courses, Study Abroad, Independent Study, Thesis.
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree/Program, University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ayscue, Emily</td>
<td>BA Geology, East Carolina University</td>
</tr>
<tr>
<td>Delconte, John</td>
<td>BS Biology, Union College</td>
</tr>
<tr>
<td>Duncan, JP</td>
<td>BS Finance, East Carolina University</td>
</tr>
<tr>
<td>Green, Erin</td>
<td>BA Environmental Studies, Luther College</td>
</tr>
<tr>
<td>Gray, Scott</td>
<td>BS Management; MBA Candidate, East Carolina University</td>
</tr>
<tr>
<td>Harris, Erin</td>
<td>BS International Business; BA Political Science, College of Charleston</td>
</tr>
<tr>
<td>Hingtgen, Nathan</td>
<td>BS Business, UNC Wilmington</td>
</tr>
<tr>
<td>Hoggard, Wilson</td>
<td>BA History, NC State University</td>
</tr>
<tr>
<td>Joyner, Leah</td>
<td>BA Sustainable Development, BS Photography, Appalachian State</td>
</tr>
<tr>
<td>Johnson, Chris</td>
<td>BS Physical Education, SUNY College at Brockport</td>
</tr>
<tr>
<td>Jones, Bowen</td>
<td>BS Business, East Carolina University</td>
</tr>
<tr>
<td>Myers, Sam</td>
<td>BA Parks and Recreation Mgmt, UNC-Wilmington</td>
</tr>
<tr>
<td>Newton, Shan</td>
<td>BA in Classics/MBA candidate, East Carolina University</td>
</tr>
<tr>
<td>Johnson, Daniel</td>
<td>BA Anthropology, Western Carolina University</td>
</tr>
<tr>
<td>Winslow, Haley</td>
<td>BS Hospitality Mgmt, East Carolina University</td>
</tr>
<tr>
<td>Rubright, Heather</td>
<td>BA Sociology/BS Psychology, Univ of Florida; MBA, Central Florida</td>
</tr>
</tbody>
</table>
10 Steps You Might Take

1. Make a (in)formal commitment to sustainability;
2. Establish a “green” team;
3. Go local and make partnerships;
4. Take advantage of existing programs in your community;
5. Empower your staff, volunteers and patrons;
10 Steps You Might Take

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

Serving the Region, State and Nation.

www.ustravelcarecode.org

www.mastersofsustainabletourism.org
Tourism in Coastal North Carolina: A Climate-Sensitive Economic Sector

A Changing Environment
- Sea level rise
- Storm surge
- Aquifers dry up
- Erosion
- Temperature change
- Saltwater intrusion
- Intensity of storms
- Coastal flooding
- Drought

Tourism Infrastructure
- Construction (Second Homes)
- Retail Trade (Souvenirs to Groceries)
- Real Estate (Renting and Leasing)
- Hospitality & Leisure Services (Food Service to Recreation)

Effects on Tourism
- Loss of rental revenue
- Access becomes limited
- Shoreline safety hazards
- Occupancy rates fall
- Structural loss
- Insurance rates rise
- Activity revenues lessen
- Visitation shifts
- Comfort level diminishes
- Natural assets disappear

Dr. Patrick Long - Center for Sustainable Tourism
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
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