“Sustainable, Community-Driven, Economic Well-Being”

Partnership for the Sounds

Patrick Long, Director
Center for Sustainable Tourism
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Working definition--Sustainable Tourism

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 Action

- Freshwater consumption reduction
- Wastewater management
- Energy conservation and management
- 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
- Economic benefits for local and indigenous community
- Air quality protection and noise reduction
- Training and education for employees and clients
Transforming the Tourism Industry

• Organizing, building and utilizing capacity of ECU;
• Developing and distributing resources for general use;
• Conducting research, creating and distributing knowledge;
• Focusing on specific initiatives that are timely, create new knowledge, and generate funding;
• Preparing future leaders, managers and owners/operators of sustainable tourism entities.
The mission of the Center is to:

• *Advance academic research and analyses* that advocate sustainable practices in the travel and tourism industry;

• *Communicate these results* to businesses, government planners, destinations, and communities throughout North Carolina, the nation, and globally to influence business practice and public policy decisions; and,

• Assist university students to *understand the broader sustainability issues* challenging the travel and tourism industry, *train them for careers* in sustainable tourism business management, and help them *secure internships and jobs* in the industry.
MS in SUSTAINABLE TOURISM
(The Nation’s First and Only)
January 8, 2010

• 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.
Center Initiatives

- Climate, Weather and Tourism
- Renewable Energy in Tourism
- Community Sense of Place
- Sustainable Practices in Tourism
- Master of Science in Sustainable Tourism
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.
Examples of Projects
Faculty and Students

• Heritage/culture/First Nations
• Interior Design/Energy Conservation
• Blue/Green Sustainable Tourism
• RRP/P3/Eco-tourism
• Green Consumerism
• DMO’s and Sustainability
• Crisis Communication in Tourism
Short and Long-Term Issues

• Short Term
  – Economic well-being of service area
  – Environmental stewardship (e.g. energy, waste, water)
  – Historic and cultural preservation/positioning
  – Balancing budgets/determining spending priorities

• Longer Term
  – Sea level rise
  – Sustained funding
  – Types and quality of services
  – Maintaining a loyal clientele/user groups
Is this info available? Or of interest?

- Economic Footprint
  - Inventory of businesses who benefit;
  - Jobs created/supported;
  - Revenues generated;
- Gaps in services/attractions;
- Likely partners in crime (ECU and beyond);
- Marketing/promotional efforts.