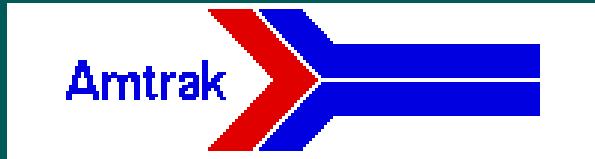


Sustaining the Tourism Industry?



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National Park Service

National Park Service
U.S. Department of the Interior



Balancing Profitability and Social and Environmental Responsibility

Categories of Sustainable Action



SUSTAINABLE TRAVEL
INTERNATIONAL™

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

Some broad questions to ponder?

- What should we rename Glacier National Park?
- At what price of gas will the American public stop, or cut back substantially, driving for vacations?
- Can tourism survive without improved technology and energy sources for airlines?
- 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 dependent places when workers are unable to afford the cost of housing?





This is a section of shoreline at Cape Hatteras in North Carolina pictured in 1999 and 2004.

So, what about you?

- How savvy are you as a personal traveler about the impacts that tourism generates?
- How responsible are you as a traveler while on leisure, sport or business travel?
- How much can you influence responsible travel behaviors in your current situation?

How “sustainable” a traveler are you?

As determined by actual vacation purchases, the top “adventure and experiential” traveler destinations in 2005/06 were?

- a. Belize
- b. China
- c. Egypt
- d. Galapagos



How “sustainable” a traveler are you?

The number of Americans who are classified as “Geotourists” by the Travel Industry Association of America and the National Geographic Society?

- a. 25 million
- b. 55 million
- c. 68 million
- d. 10 million



A geotourist seeks unique and culturally authentic traveler experiences that protect and preserve the ecological and cultural environment.

How “sustainable” a traveler are you?

What is the average amount of harmful greenhouse gas (carbon dioxide) per person emitted into the atmosphere during a typical flight from New York to Los Angeles?

- a. 500 pounds
- b. 1250 pounds
- c. 2000 pounds
- d. negligible

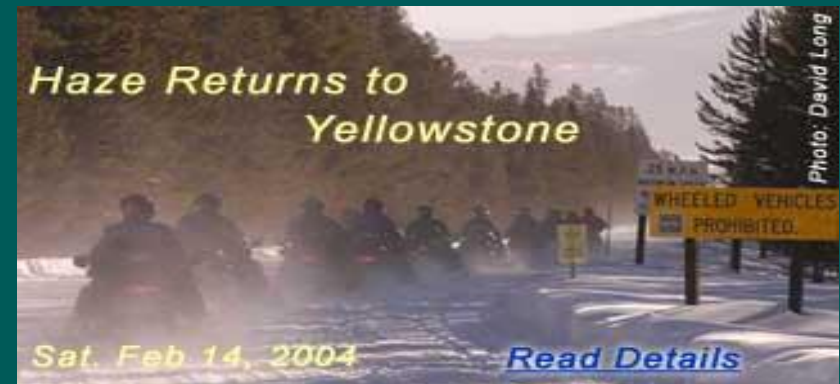


www.betterworldclub.com/environment/carbon

How “sustainable” a traveler are you?

Despite overwhelming scientific information regarding the negative effects of noise and air pollution, the number of snowmobiles currently allowed each day in Yellowstone National Park is?

- a. 720
- b. 150
- c. 375
- d. A full ban is now in effect



The snowmobile use policy for Yellowstone National Park has changed multiple times in the last three years.

How “sustainable” a traveler are you?

What has been the % increase of tourism over the past decade in the world’s biodiversity hotspots and those regions richest in species facing extreme threats? (Conservation International and the UN Environment Program).

- a. 15%
- b. 35%
- c. 50%
- d. over 100%



Conservation International publication

How “sustainable” a traveler are you?

Due to rising ocean temperatures the coral cover along the 1,200 mile long Great Barrier Reef will decrease to less than 5% by what year?

(Queensland University’s Center for Marine Studies)

- a. 2050
- b. 2075
- c. 3000
- d. Simply won’t happen



"Great Barrier Reef in danger" 2/23/04 Associated Press article
<http://www.greatbarrierreef.org/>

How “sustainable” a traveler are you?

Tourism is a principle export (one of the top three), a leading source of economic growth, foreign exchange earnings, and investment and job creation, for what % of developing countries?

- a. 17%
- b. 20%
- c. 83%
- d. 45%



www.world-tourism.org/liberalization/poverty_alleviation.htm

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.



MS in SUSTAINABLE TOURISM

- **6000. Principles of Tourism and Sustainability (3).**
Survey of concepts and theories of tourism and sustainable tourism; exposure to current literature; learn sustainable tourism practices across settings - local to global.
- **6100. Environmental Factors and Tourism (3).**
Theory and survey of interrelationships between environmental systems; environmental change and tourism; and research methods for assessing and implementing environmental practices for sustainable tourism.
- **6200. Development and Management of Sustainable Tourism (3).**
Research, evaluate, and apply social and environmentally responsible business practices in tourism.
- **6300. Planning and Policy of Sustainable Tourism (3).**
Focus on public policy issues and planning strategies critical to sustainable tourism.
- **6400. Internship (3).**
- **7000. Thesis (6).**
- **Selected Electives (15).**



Will your next vacation be sustainable?



World's Shortest Vacation

Student Travel Websites

- <http://studenttravel.about.com/>
- <http://www.istc.org/>



Student Travel Websites

- <http://traveler.nationalgeographic.com/sustainable-travel-tips/1/>
- <http://www.istc.org/>



How Green of a Traveler Are you?

- [Green Traveler Quiz](#)

5

It's dinner time and you're on holiday in Turkey, do you

- Try out one of the recommended places in the guidebook?
- Eat something vegetarian from a street stall?
- Stick to the buffet at your hotel – they've got branded western food and imported beers from home?
- Call your PA and get it flown out?

How Green of a Traveler Are you?

9

You're booking your honeymoon in Tanzania. The travel agent knows you are "keen to be green" and asks if you would like a suite with a shared self-composting toilet? You say

- I hate the word toilet, can't you use loo?
- Not this time, it's a special occasion
- No thanks, I'll have a Singapore Sling like I usually do
- Yes please, that sounds interesting, maybe we should get one for the flat

How Green of a Traveler Are you?

4

You're in Morocco, it's muggy and hot, do you

- Spend the day in your private rooftop pool?
- Wear loose, cool clothes like the locals and drink lots of fluids?
- Put on your hi-tech keep-cool travelling clothes and sip regularly from your CamelBak?
- Get an air-conditioned room and only go out in the evening, leaving the air-con on for when you get back?

Sustainability & Personal Travel!

- Have a great time when you travel and support the local economy!
- Be sensitive to the people who live and work at your destination.
 - Minimize your impact on the natural environment and natural resources.
- Look for ways to encourage your friends to do the same.



Disposable Water Bottle vs. Water Treatment

- Disposable water bottles can contain Bisphenol-A (BPA), a toxic chemical that can cause cancerous cells
- Bottled Water costs more than \$1.50 per bottle, 1,900 times the price of tap water!
- An average American spends \$400 per year on water bottles
- How many water bottles do you buy a day? WHY?

Exstream® XR Water Bottle
Water Bottle
\$39.99 (www.purwaterfilter.com)



Pur Water Filter
Water Filter for faucet
\$15.95 (Walmart)



Classic SteriPEN®
Steripen
\$79.95 (Great Outdoor Provision)



