

# Sustainable Tourism Inventory Pilot Web Survey Results

Center for Sustainable Tourism

Alex Naar, Summer 2009

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

		Count	% Yes	% Sometimes	% Yes & Sometimes	% No
<b>Greenhouse Gas Emissions Management and Reduction</b>	Use renewable energy sources such as solar, wind, biomass, and geothermal	34	12%	18%	29%	71%
	Use passive solar water heating systems	35	9%	6%	14%	86%
	Purchase renewable energy credits and/or greenhouse gas offsets	36	8%	6%	14%	86%
	Choose local vendors to reduce transport of items	36	36%	56%	92%	8%
	Institute fuel economizing programs for company vehicles such as regular inspection of vehicles, reduced idling, and route planning to minimize travel distances	35	37%	26%	63%	37%
	Allow flexible staff schedules to minimize staff travel during heavy traffic periods	35	29%	43%	71%	29%
	Adopt alternative forms of transportation and fuels such as hybrid-electric, biodiesel, E85, or electric for business activities	35	6%	31%	37%	63%
	Offer preferred parking spaces to customers who use alternative fuel vehicles	35	9%	6%	14%	86%
	Utilize and provide staff and customers video conferencing/teleconferencing to minimize travel to meetings	34	9%	47%	56%	44%
	Adopt alternative forms of transportation and fuels, such as participating in used cooking oil recycling programs for biodiesel processing	34	9%	18%	26%	74%
			Count	% Yes	% Sometimes	% Yes & Sometimes
<b>Solid Waste Management, Reduction, Reuse, &amp; Recycling</b>	Conduct a waste audit to determine a baseline for future waste reductions	33	6%	36%	42%	58%
	Purchase products in reusable, returnable containers	35	11%	80%	91%	9%
	Donate obsolete/unwanted equipment, electronics, furniture to charity	35	54%	43%	97%	3%
	Eliminate use of Styrofoam and other difficult to recycle products	35	29%	54%	83%	17%
	Donate leftover cookware, silverware, and linens to charity	33	45%	33%	79%	21%
	Donate unused food to a community food bank/compost site	34	32%	29%	62%	38%
	Purchase products such as condiments, cleaning supplies, and other products in bulk/concentrated form	33	55%	36%	91%	9%
	Offer reusable products such as glass cups, cotton linens, and refillable condiment dispensers	33	36%	48%	85%	15%
	Distribute condiments and napkins from behind the counter/on request	32	28%	22%	50%	50%
	Give preference to products with high post-consumer recycled content	33	33%	42%	76%	24%
	Ensure that printed materials are printed on paper with high recycled content (at least 35%) and print using soy-based ink	35	20%	57%	77%	23%
	Purchase antiques and furniture from local vendors	34	26%	47%	74%	26%
	Recycle damaged towels and sheets as cleaning rags and craft torn linens into other usable items (e.g. sheets into pillowcases)	35	51%	34%	86%	14%
	Reuse newspaper, shredded paper, and incoming packaging materials for packing/shipping needs	34	41%	38%	79%	21%
	Institute a composting program for yard and food waste, mulch grass clippings and avoid baggage	34	24%	12%	35%	65%
	When reusable options are not feasible, use disposable products that are compostable such as corn-based cutlery	33	9%	48%	58%	42%
	Purchase recyclable toner cartridges	34	44%	41%	85%	15%
	Use non-bleached paper napkins, towels, and coffee filters	35	11%	69%	80%	20%
	Provide alternatives to individual plastic water bottles such as water pitchers/point of use water filters	35	23%	49%	71%	29%
	Install high-efficiency air hand dryers, cloth/roll-up type to minimize paper towel usage	35	11%	23%	34%	66%
	Use rechargeable batteries	35	14%	66%	80%	20%
	Provide cigarette disposal bins in smoking areas	34	76%	9%	85%	15%
	Purchase durable goods of sufficient quality to allow reuse, refinishing, or reupholstering	33	39%	36%	76%	24%
Ensure proper disposal of hazardous materials	36	83%	6%	89%	11%	
Use preventative maintenance on equipment to reduce risk of replacement	36	81%	14%	94%	6%	
Provide and publicize recycling bins	34	59%	15%	74%	26%	
<b>Does your business reduce</b>	Selecting printers/photocopiers able to print on both sides	33	48%	36%	85%	15%
	Distributing information to guests/participants via email and avoiding hard copy	35	29%	66%	94%	6%
	Avoid use of fax cover sheets	34	47%	44%	91%	9%
	Distribute inter-office documents using routing slips, bulletin boards, or email distributions rather than printing copies for staff members	35	54%	40%	94%	6%

and reuse paper by	Using both sides of printing paper and using the reverse side of printing paper for printing rough drafts	35	57%	40%	97%	3%
	Streamlining operational systems that rely on paper or hard copies	35	40%	57%	97%	3%
	Reuse envelopes for inter-office mail	33	55%	36%	91%	9%
	Set and use fax and copy machines to copy documents directly to computers rather than printing a new copy	33	24%	45%	70%	30%
Has your business begun or enlarged a recycling program to include the following	Aluminum	32	53%	28%	81%	19%
	Glass	32	53%	25%	78%	22%
	Office mix	32	25%	41%	66%	34%
	Batteries	31	29%	29%	58%	42%
	Yard waste	32	25%	28%	53%	47%
	Electronics	32	38%	41%	78%	22%
	Plastic	33	55%	27%	82%	18%
	Corrugated cardboard	34	65%	18%	82%	18%
	Newspaper	33	61%	21%	82%	18%
	Ink cartridges and laser toner cartridges	33	58%	27%	85%	15%
	Phone books	33	45%	27%	73%	27%
	Fluorescent light tubes	32	25%	28%	53%	47%
	Electronics such as computers and televisions	32	34%	47%	81%	19%
	Carpeting	31	13%	29%	42%	58%
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	
Freshwater Consumption Reduction	Conduct regular inspections and establish preventative maintenance schedules to ensure maximum efficiency	29	69%	14%	83%	17%
	Educate staff on water conservation and best practices	29	45%	38%	83%	17%
	Conduct a water audit with a water conservation professional	28	7%	14%	21%	79%
	Discourage water-based cleanup and use alternatives such as microfiber technology	29	10%	31%	41%	59%
	When purchasing new appliances or fixtures, purchase water-efficient models such as those certified by EPA WaterSense® and Energy Star®	29	69%	21%	90%	10%
	Install low-flow aerators on sinks (1.5 gal/min)	26	12%	38%	50%	50%
	Install automatic shut off sinks in common area rest rooms	26	0%	23%	23%	77%
	Use re-circulating, chilled water loop and temperature control systems in water cooled ice machines, air conditioners, and water-cooled refrigeration units	24	8%	25%	33%	67%
	Use air-cooled ice machines rather than according to an established schedule	23	4%	22%	26%	74%
	Use gray water (from dishwashers, laundry) and rain water to irrigate landscaping	27	7%	22%	30%	70%
	Use floor cleaning equipment with high pressure, low volume, and recycling filtering systems	25	4%	20%	24%	76%
	Landscaping/Irrigation	Establish frequency schedule according to local climate, season, and landscaped area in order to maximize water use efficiency	26	38%	38%	77%
Raise lawn mower cutting height to cut down on evaporation		26	42%	27%	69%	31%
Routinely inspect sprinkler system, including heads, nozzles, lines and valves to ensure efficient settings and proper operation		24	38%	25%	63%	38%
Limit lawn areas and/or use xeriscaping		27	33%	33%	67%	33%
Place ornamental water features in shaded areas		23	4%	22%	26%	74%
Use soaker hoses in plant beds		25	20%	24%	44%	56%
Water landscapes only when necessary		27	63%	15%	78%	22%
Time watering to occur in the early morning or evening when evaporation is the lowest		25	52%	28%	80%	20%
Remove any thatch and aerate turf to encourage the movement of water to the root zone		24	33%	25%	58%	42%
Avoid runoff and make sure sprinklers do not run onto sidewalks/paved areas		26	31%	35%	65%	35%
Do not water on windy, rainy, or overly hot days		26	42%	35%	77%	23%
Install rain shut-off/moisture sensors to guard against overwatering		24	4%	21%	25%	75%
Ensure irrigation equipment applies water uniformly		24	25%	21%	46%	54%
Establish drip irrigation systems when feasible		25	16%	20%	36%	64%
Mulch around plants to limit evaporation and discourage weed growth	27	59%	19%	78%	22%	
Avoid hosing down sidewalks, driveways, and parking lots	26	46%	38%	85%	15%	
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	
	Ensure proper use, storage, and disposal of cleaning products and other potentially harmful chemicals such as fertilizers and paints	22	86%	14%	100%	0%
	Limit the number of chemical products used and stored	21	76%	24%	100%	0%
	Ensure that all chemicals are securely stored and clearly marked	22	86%	14%	100%	0%

<b>Wastewater Management</b>	Use less harmful alternatives if possible such as organic substitutes for chemical fertilizers	21	52%	33%	86%	14%
	Monitor equipment and products for potential chemical leaks	21	71%	24%	95%	5%
	Use an integrated pest management (IPM) system for interior and exterior jobs	21	62%	14%	76%	24%
	Use environmentally preferable or certified paints, solvents, and coatings (MSDS Health Hazard Rating of 1 or less)	20	40%	40%	80%	20%
	Reuse paint thinners	20	25%	35%	60%	40%
	Use latex paints rather than oil based paints	22	59%	36%	95%	5%
	Educate staff on proper methods of containment and clean-up of spills, drips, leachings and conduct regular inspections of relevant areas	19	47%	32%	79%	21%
	When doing exterior cleaning or pressure washing, proper care should be taken to avoid discharge of contaminants	20	60%	30%	90%	10%
	Use environmentally safe cleaning products	21	57%	43%	100%	0%
	Use best storm-water runoff practices to ensure that wastewater does not enter local waterways	19	68%	21%	89%	11%

Count	% Yes	% Sometimes	% Yes & Sometimes	% No
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<b>Energy Efficiency, Conservation, and Management</b>	Conduct an energy audit with an energy conservation specialist to determine your baseline energy use and what improvements should be	16	6%	25%	31%	69%
	Monitor, record, and post rates of energy to quickly identify if there is system leakage	13	8%	31%	38%	62%
	Work with an energy expert to develop an energy management system	14	7%	14%	21%	79%
	Develop a comprehensive energy education and conservation program	14	29%	14%	43%	57%
	Use a renewable energy heating system such as passive solar or geo-thermal	14	21%	7%	29%	71%
	Use natural light whenever possible	15	60%	27%	87%	13%
	Turn off electronic equipment at the end of each workday	16	69%	19%	88%	13%
	Activate sleep/standby or low energy mode on applicable appliances and electronics	16	56%	25%	81%	19%
	Maximize central air efficiency by allowing sunlight to enter through windows in the winter and blocking sunlight in the summer	15	53%	27%	80%	20%
	Weatherize the workplace by ensuring that doors and windows have tight seals and remain closed when shut	15	47%	40%	87%	13%
	Set water heater to 120 degrees Fahrenheit rather than pre-set 140 degrees	14	43%	50%	93%	7%
	Replace existing lighting (particularly incandescent) with energy efficient or compact fluorescent bulbs	16	56%	38%	94%	6%
	Use programmable Energy Star®-labeled thermostats. Set to appropriate temperature ranges and conduct regular inspections to ensure efficient function	14	29%	50%	79%	21%
	Perform regularly scheduled preventative maintenance on equipment and appliances	15	60%	40%	100%	0%
	Wrap water heaters with an insulation blanket	13	8%	38%	46%	54%
	Install energy saving equipment whenever feasible, including timers, motion sensors, and master switches	15	47%	20%	67%	33%
	Purchase and replace existing equipment with energy efficient or Energy Star® labeled electronics, appliances, and heating and cooling equipment	16	56%	19%	75%	25%
	Insulate facilities, including pipes, interior and exterior walls, ceilings, and wall cavities	16	44%	38%	81%	19%
	Use LED or electroluminescent exit signs	13	38%	23%	62%	38%
	Open windows rather than using central air when appropriate	16	50%	38%	88%	13%
	Install and use ceiling fans to circulate air in both winter and summer	15	53%	27%	80%	20%
	Install VendingMiser® or similar technology and/or remove unneeded lights on vending and snack machines	12	17%	8%	25%	75%
	Utilize techniques to reduce heat island effect, such as a white or 'green' roof	15	33%	7%	40%	60%
	Install variable speed fans where appropriate	16	44%	31%	75%	25%
	Use ventilation fans with humidity sensors for areas where needed	13	31%	15%	46%	54%
	Operate multiple and individual climate controlled comfort zones such as providing thermostats in each guest room	15	40%	20%	60%	40%
	Clean lighting fixtures and lamps regularly to increase illumination	16	56%	31%	88%	13%
	Develop policies to minimize the number of rooms needed to be lit and/or heated/cooled	15	53%	13%	67%	33%
	Use Energy Star's® or other similar benchmarking tools for the Hospitality Industry	14	29%	7%	36%	64%

Count	% Yes	% Sometimes	% Yes & Sometimes	% No
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<b>Ecosystem and Biodiversity Conservation</b>	Participate in local environmental and conservation efforts either through sponsorship, monetary contributions, or volunteering and supporting employees to do so	12	17%	33%	50%	50%
	Provide environmental education materials and information on local biodiversity conservation efforts to staff and guests	12	8%	33%	42%	58%
	Design landscaping or on-site gardens to incorporate and support "heirloom" and native species	10	50%	20%	70%	30%
	Work with relevant parks and public land agencies to find out how your business might participate in ecosystem and biodiversity conservation efforts	11	18%	27%	45%	55%
	Provide information on how staff and guests can become involved in community volunteer conservation projects	12	17%	17%	33%	67%
	Rehabilitate or improve waterways on property or in the region	11	27%	9%	36%	64%
	Develop partnerships with local conservation organizations	12	33%	25%	58%	42%
	Avoid purchasing and serving overexploited species, particularly seafood. Consider developing a sustainable seafood policy	9	11%	11%	22%	78%
	Set aside property and/or donate land to a conservation society or consider establishing a conservation easement	11	18%	9%	27%	73%
	Prevent wildlife from accessing trash and food by secure food sources	11	55%	9%	64%	36%
	Ensure that interactions with wildlife is done at a safe and respectful distance	10	60%	0%	60%	40%
	Provide information on local ecology and wildlife to guests and staff	10	40%	10%	50%	50%
	Protect sensitive areas, such as wetlands and large trees	9	56%	0%	56%	44%
	Install glass that has low levels of reflectivity	8	13%	13%	25%	75%
	Establish measures to reduce light pollution	10	30%	20%	50%	50%
	Contribute a percentage of annual net revenues to local non-profit conservation-based organizations	11	0%	27%	27%	73%
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	
<b>Land Use Planning and Management</b>	Follow standards for development and construction that take into account community values, distinctiveness, and sense of place	8	75%	0%	75%	25%
	Adopt strategies to develop a constructive and collaborative relationship with local community	8	63%	13%	75%	25%
	Direct development towards existing local communities that are already served by infrastructure and utilize the resources they have to offer	8	50%	13%	63%	38%
	Support the integration of mixed land uses and provide local community with more choices in housing, shopping, communities, and transportation	8	50%	13%	63%	38%
	Integrate green building design in new construction and remodeling	8	25%	38%	63%	38%
	Ensure that property and operations do not cause soil loss, soil contamination, or other negative impacts	8	75%	0%	75%	25%
	Participate in community events such as National Arbor Day, Earth Day, Great American Backyard Bird Count, and Take a Child Outside Day with local community	9	33%	22%	56%	44%
	Assure that preference is given to environmentally responsible landscaping, pool, and construction services	7	43%	14%	57%	43%
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	
<b>Air Quality Protection and Noise Reduction</b>	Eliminate the use of ozone depleting chlorofluorocarbons (CFC's) in refrigerants and aerosols	9	22%	56%	78%	22%
	Designate your property as a non-smoking establishment and/or designate smoking areas outside of the building	10	70%	20%	90%	10%
	Address odors rather than masking them with the use of artificial air cleaners, refreshers, and cleaning products with fragrances	9	44%	33%	78%	22%
	Purchase only no- or low-VOC paints, carpeting, and construction materials	10	30%	40%	70%	30%
	Maintain quiet hours at night and early morning for staff and guests. Schedule necessary work for less air- and noise-sensitive times	9	33%	33%	67%	33%
	Design landscaping with noise reduction in mind	8	0%	38%	38%	63%
	Place insulation around loud equipment	7	0%	57%	57%	43%
	Design ventilation to exhaust outside of the building and not roof space	9	56%	11%	67%	33%
	Install dehumidifiers in high moisture areas (ex. kitchen and laundry), and assure that these areas are well ventilated	8	25%	38%	63%	38%
	Use High Efficiency Particulate Air (HEPA) filters	9	11%	44%	56%	44%
	Regularly test for gases such as carbon monoxide, carbon dioxide, and radon	8	13%	38%	50%	50%
	Regularly test for particulates such as lead and asbestos	8	13%	38%	50%	50%
	Regularly inspect HVAC system for mold/bacteria, air flow blockages, and clean drip pans	8	13%	75%	88%	13%
	Ensure that air filtration is in place/available	10	40%	40%	80%	20%
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	

<b>Preserving the Social Norms and Cultures of Local and Indigenous Communities</b>	Develop methods of establishing dialogue with local representatives to determine socio-cultural and economic impacts of your organization	9	33%	11%	44%	56%
	Train staff to ensure they are well-informed on local customs	9	33%	44%	78%	22%
	Develop informative educational materials for guests about the local community and local history	9	67%	11%	78%	22%
	Use appropriate and authentic cultural elements from the local region	9	33%	33%	67%	33%
	Make your property available for community events	9	33%	33%	67%	33%
	Establish policies that restrict commercialization of endangered or protected flora and fauna	8	38%	13%	50%	50%
	Incorporate local arts and crafts in your facility and make information available to guests	9	44%	33%	78%	22%
	Count	% Yes	% Sometimes	% Yes & Sometimes	% No	

<b>Providing Economic Benefits to Local and Indigenous Communities</b>	Provide information to and encourage guests to purchase local products and services	10	40%	40%	80%	20%
	Provide employment opportunities for local community members	9	78%	11%	89%	11%
	Allow local artists to display and sell their handicrafts and art work at your property	10	20%	70%	90%	10%
	Provide information to guests on local attractions and cultural activities	10	60%	30%	90%	10%
	Form partnerships with locally owned businesses (e.g., restaurants and guide services)	10	60%	30%	90%	10%
	Use local goods and services whenever possible	10	60%	20%	80%	20%
	Involve your organization in local philanthropic projects	10	50%	20%	70%	30%
	Provide volunteer opportunities for guests and staff	9	33%	22%	56%	44%
	Exceed minimum local standards for employee's wages, salaries and benefits	9	67%	22%	89%	11%
	Ensure that operational demands for basic services do not compete with local needs	9	22%	56%	78%	22%
	Provide education and training opportunities in your place of business for local community member	7	14%	14%	29%	71%
	Support training for community members for non-competitive tourism-related activities that compliment your business	7	0%	29%	29%	71%
	Provide promotional information on local services and businesses to guests	10	50%	40%	90%	10%
		Count	% Yes	% Sometimes	% Yes & Sometimes	% No

<b>Responsible Purchasing</b>	Assure that your organization has an environmentally preferable procurement/purchasing program that has a clear mission and distinct purchasing targets	9	11%	56%	67%	33%
	Adopt a "least toxic alternative" purchase policy	8	13%	38%	50%	50%
	Purchase only recyclable or compostable materials	9	22%	67%	89%	11%
	Purchase products and services from local sources whenever possible	9	22%	56%	78%	22%
	Give preference to purchases that are "sustainable"	9	22%	44%	67%	33%
	Offer food made from locally-grown products	9	22%	33%	56%	44%
	Ensure that firewood comes from sustainable sources	7	14%	14%	29%	71%
	Use recycled and/or environmentally certified building materials on property	9	11%	67%	78%	22%
	Give preference to vendors and suppliers that are environmentally and socially responsible	9	0%	67%	67%	33%
	Regularly test new environmentally preferable products for effectiveness in operations and evaluate current products used	9	0%	56%	56%	44%
	Ensure that life-cycle analysis is conducted for major investments such as new equipment and construction projects	8	13%	38%	50%	50%
	Incorporate environmental preferences and requirements in RFP's and contracts with vendors and suppliers	7	0%	43%	43%	57%
	Provide that "Fair trade" purchased for business use as well as for resale to guests	8	0%	50%	50%	50%
		Count	% Yes	% Sometimes	% Yes & Sometimes	% No

<b>Training and Education for Employees and Clients</b>	Guarantee that a formal environmental program is in place that includes all staff participation and input	8	38%	0%	38%	63%
	Assure that informational signage about your organization's sustainable practices are placed around the property in appropriate places	8	13%	13%	25%	75%
	Provide an incentive program for staff and guests to provide input on your business's' current sustainable practices	8	13%	13%	25%	75%
	Ensure that claims of environmental practices are transparent and verifiable by third party entities	8	0%	25%	25%	75%
	Notification about sustainable efforts is provided to guests in publications, advertising, and web site	8	25%	13%	38%	63%
	Offer feedback or comment cards to get customer/staff input on further sustainable practices	8	25%	13%	38%	63%

	Educate other businesses about sustainability by speaking at events and conferences and providing tours of facility's sustainable practices	8	13%	13%	25%	75%
	Provide continuing sustainability training for staff and forums for staff input	7	14%	29%	43%	57%
	Include sustainability as part of staff evaluation	7	14%	0%	14%	86%
	Participate in an environmental or sustainable tourism certification program	8	0%	25%	25%	75%
<b>Average</b>		<b>21.041</b>	<b>34%</b>	<b>29%</b>	<b>64%</b>	<b>36%</b>