Sustainability and Tourism: What’s the Link?
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Sustainability and Tourism: What’s the Link

1. What is Sustainable Tourism
2. How does Sustainability Increase Revenue and Decrease Costs
3. Some Examples in North Carolina
4. What Jobs are there in Sustainable Tourism
5. How can I be a Responsible Traveler
Tourism is Big Business

• World’s Largest Industry
  – In 2000: nearly 700 million international tourist arrivals and total revenues of $475.8 billion

• In North Carolina
  – Ranks seventh in person-trip volume by state
  – In 2007, Domestic travelers spent $16.5 billion across the state.
  – Domestic tourism expenditures directly supported 190,900 jobs and $4.02 billion to the state’s payroll.
  – Traveler spending generated over $2.5 billion in tax receipts

That Big Business has Impacts
And those Impacts Hurt Business

Economy, looming drought are bad news for local tourism

By Terry Kinal - Record-Bee staff columnist
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Everyone is aware of the bad economy, job losses, being too, homes are being repossessed and these are just a few of the problems. Now it appears that the bad economy has hit businesses and this could have a major impact on the local industry in Lake County.

One of the largest bass tournament organizations in the west, W.R. Lass, announced a major change in its plan to administer tournaments last week. Instead of the typical run of tournaments where the winner will receive $10,000 or more, the winner will receive $10,000 or more. The change is that it will take them $30,000 to run the tournaments and not $10,000 or more. The way to make up for this change is that it will take them $30,000 to run the tournaments and not $10,000 or more. The way to make up for this change is that it will take them $30,000 to run the tournaments and not $10,000 or more.

W.R. Lass was looking to hold a few more of these bass tournaments but they decided to hold only one. They are still planning to hold one of these bass tournaments but they are looking at taking a more conservative approach.

Can Tourism Be Part of the Solution Rather than Only Part of the Problem

Social Responsibility

Environmental Responsibility

Financial Responsibility

Sustainable Tourism
12 Categories of Sustainable Action

- Freshwater Consumption Reduction
- Wastewater Management
- Energy Conservation & Management
- Ecosystem and Biodiversity Conservation
- Greenhouse Gas Emissions
- Preservation Social Norms and Culture
- Solid Waste Management and Reduction
- Land Use Planning & Management
- Responsible Purchasing
- Air Quality Protection and Noise Reduction
- Economic Benefits for Local Community
- Training and Education for Employees and Clients

3 Strategies for Increased Revenue and Decreased Costs

1. Value Added Benefits
2. Discretionary Spending and Costs
3. Energy
Value Added Strategies

How Can a Tourism Business Offer the Best Value without decreasing prices or increasing costs?

• Offering products and services that provide unique experiences to travelers
• Taking advantage of resources already available at comparable costs
• Working with partners to provide additional services or products

Value Added Strategies

• Capitalize on growing interest in “Green Travel”
  – According to TripAdvisor, 34% of US travelers will visit a green hotel in
  – According to US Travel Association, 14% of travelers will make travel choices based on green practices of business
• Partnerships
  – Valentine’s Day cards made by students
  – Restaurants that serve local agricultural products
• Environmental Security
  – Golf Courses and the Drought: What color will your greens be in August?
  – Can you guarantee that no harmful chemicals are used on the property
• The state of Natural and Scenic Beauty
NC’s Main Strengths vs. Competitors

Eight of the Top Ten Attributes of North Carolina are Dependent on Sustainable Tourism Efforts

- Offers a diversity of landscapes
- Beautiful fall colors
- Great for outdoor adventure sports
- Truly beautiful scenery
- Natural, unspoiled scenic beauty
- Great for professional/college sports
- Good weather in the summer
- A good contrast of seasons
- Good trail system
- Great for golfers

Discretionary Costs

What are some strategies to reduce your costs?

• 75% savings in energy usage when CFLs replace incandescent.
• LED Exit Sign can save almost $50 the first year, a saving of $581 over ten years.
• High-Efficiency toilets can result in an annual savings of $540 a year.
• The 2005 U.S. Green Building Council’s (USGBC) Conference was saved over $25,000 by using compostable cups and water stations rather than single use water bottles.
Discretionary Spending

How can you get those few extra tourism dollars?
- What does your tourism business offer?
  - Multiple tourism products at a single destination
- Growing number of businesses will only work or stay at green tourism businesses.
- Multipliers and Leakage
  - T-Shirts made in China
- Matching tourism attractions with spending opportunities

Energy

It does not matter any more how you feel about climate change, because everyone else thinks it is important
- “Not only is it real, it's here, and its effects are giving rise to a frighteningly new global phenomenon: the man-made natural disaster.” President Barack Obama
- “Our nation has both an obligation and self-interest in facing head-on the serious environmental, economic and national security threat posed by global warming.” Sen. John McCain
- “We simply must do everything we can in our power to slow down global warming before it is too late. The science is clear. The global warming debate is over.” Gov. Arnold Schwarzenegger

What end of the debate do you want to be on during the new energy future?
Examples of Sustainable Tourism In North Carolina

**Proximity Hotel (LEEDS certified, Platinum Level)**

Examples of Sustainable Tourism In North Carolina

**Kanuga Conference Center, Western NC (Solar water heating)**
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

Lantern Restaurant, Chapel Hill (Supports local food based economy)
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
Jobs in Sustainable Tourism

Statewide Outreach Coordinators
  – 16 states have sustainable tourism programs

Professional & Trade Organization Environmental Education

Director of Environmental Management
  – Proximity Hotel, Vail Resorts, Grandfather Mountain, and the NFL

Running an Eco-Lodge or Eco-Retreat

How Can We be Responsible Travelers

Remember when you travel, you are not simply visiting a destination, but a place. That place is someone’s or something's home.
  – Research before you go
  – Connect with the local community
  – Respect local laws, customs and traditions
  – Traveling off peak season
  – Giving back
When you make purchases, think about where that money is going. Does it support people, causes, and communities that you want to support.

– According to the World Bank, less than 45 percent of the money tourists spend goes to local economies
– What are you bringing back?
– What are you leaving behind?

“How Can We be Responsible Travelers”

“Travel like Gandhi—with simple clothes, open eyes, and an uncluttered mind” Rick Steves.

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Center for Sustainable Tourism: Serving the Region, State and Nation.
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