

California Sustainable Tourism

Summit Planning Document

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Project Overview

Introduction

California has long been a leader in both tourism and environmental protection. During its long history, the state has made a very concerted effort to protect the natural assets that also make it one of the most visited destinations in the world. Given this history, it is only natural that the California Travel and Tourism Commission (CTTC) formally recognizes these efforts with the development of a sustainable tourism program to guide the industry's future development in a sustainable manner.

To that end, the following sustainable tourism planning document was developed with input from a broad range of natural resource and tourism industry professions. Specific outreach included the following:

- *Survey of tourism industry professionals.* In conjunction with CTTC, the Strategic Marketing Group (SMG) implemented a survey of tourism industry professionals to assess their perceptions and solicit their input and insights on the concept of sustainable tourism.
- *Northern California Focus Group.* On March 6, CTTC hosted over 50 natural resources and tourism industry professionals in Sacramento for a half-day planning session led by SMG in an effort to solicit the ideas and opinions to develop this plan.
- *Southern California Focus Group.* On April 26, CTTC again hosted over 50 natural resources and tourism industry professionals in Newport Beach for a half-day planning session led by SMG in an effort to build upon the ideas developed in the previous focus group (on March 6) and solicit the ideas and opinions to develop this plan.

In addition to these outreach efforts, SMG and CTTC staff researched a variety of state and regional programs to better understand the current best practices regarding sustainable tourism programs and to assess the potential of similar programs in California.

With this information, a draft plan was developed and will be available for further input by interested parties with the final plan to be presented at the inaugural California Sustainable Tourism Summit on October 1, 2009. Go to <http://tourism.visitcalifornia.com/green> for more information.

What Exactly Is Sustainable Tourism?

The concept of sustainable tourism is a confusing one, often mistaken for other environmental related concepts like ecotourism or geotourism. While similar, there are inherent differences, and the three definitions, as explained on the following pages, should help clarify the key differences between sustainable tourism, ecotourism and geotourism.

Sustainable tourism is generally defined as tourism activities that create a net benefit for the economic, social, cultural and natural environments of a destination. No one element should trump another. According to the World Tourism Organization:

*"Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. **Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.**"¹*

Thus, sustainable tourism should:

"Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation."

In contrast, **ecotourism** is defined by the International Ecotourism Society as:

"Responsible travel to natural areas that conserves the environment and improves the well-being of local people."²

Ecotourism's principles include minimizing impact on the destination, creating cultural awareness and respect, and providing financial benefits both for the local peoples and for conservation. In some respects, visitors are responsible for ecotourism, as it's part of a choice they make in choosing where and how they travel. Sustainable tourism is more destination-focused, and while visitors can learn more about sustainability while at the destination, they are not ultimately responsible.

Geotourism is defined by the Center for Sustainable Destinations (a National Geographic program) as

"Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents."³

While geotourism may appear similar to sustainable tourism, there is a significant difference – the addition of the consideration of geographic character and sense of place. Like ecotourism, there is a belief that tourism revenue should be invested in local conservation efforts, both environmentally as well as culturally and historically. While it may be intimated in sustainable tourism practices, these concepts are not clearly stated in the definition.

That said, there should be no doubt that sustainable tourism is an integrated and holistic approach to a destination's product development. Sustainable tourism seeks to protect its product, the tourism destination, by being sensitive to the carrying capacity of the local destination (quality vs. quantity of visitors), conserving resources, respecting local

¹ World Tourism Organization www.unwto.org

² The International Ecotourism Society, www.ecotourism.org

³ National Geographic Center for Sustainable Tourism www.nationalgeographic.com/travel/sustainable/about_geotourism.html

culture and tradition, and improving environmental practices throughout the tourism industry. It should be noted that geotourism concepts, primarily the notion of maintaining the integrity of the “sense of place,” may be considered part of sustainable tourism for the purpose of this report.

What the Industry Says About Sustainable Tourism

In an effort to better understand the perception of tourism professionals within the state, SMG, in conjunction with CTTC, conducted a survey to solicit their views. The survey was distributed via e-mail to a preselected list of tourism professionals. The results of the survey suggest an important role for CTTC in serving as a catalyst and resource for regional and local destinations in implementing sustainable tourism programs within the state.

Sustainable Tourism Survey Summary

- Approximately 75% of DMOs surveyed indicated their organization is involved in some form of sustainable tourism.
- Approximately 75% indicated they do not have specific funds available to market sustainable tourism programs.
- Key challenges in implementing sustainable tourism programs include costs involved, time involved and the need for specific expertise in this area.
- 57% of those surveyed indicate they were very/somewhat likely to implement sustainable tourism programs within the next 24 months.
- Only 32% of DMOs surveyed indicate they have the information/knowledge to successfully implement sustainable tourism programs.
- Those surveyed indicated the best ways for CTTC to assist them in implementing sustainable tourism programs includes the following:
 - “How to” guide/information 73%
 - Marketing materials 67%
 - Research/reports 57%
 - Educational programs 54%
 - Seminars 47%
 - Networking opportunities 46%

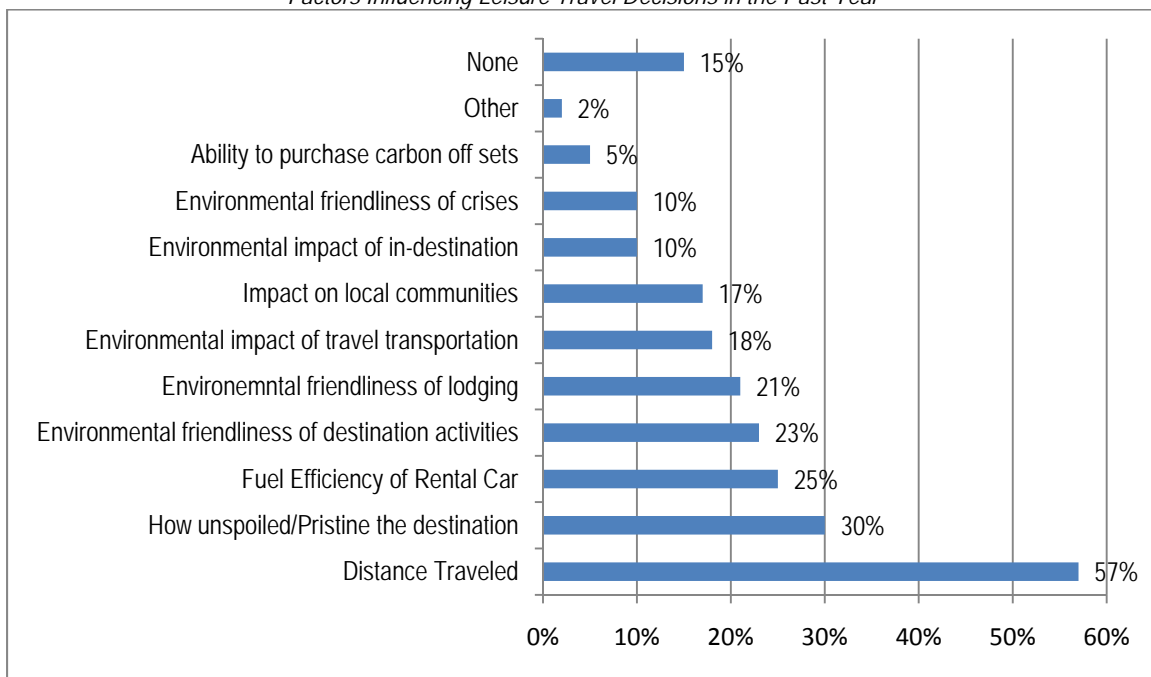
As can be seen above, there is significant interest and support for sustainable programs, but a need for funding and expertise. Specifically, those surveyed indicated that CTTC can best assist them in implementing sustainable tourism programs by providing information, marketing materials, research, educational programs and networking opportunities.

Impact of the Environment on Destination Travel

There is little doubt that environment and/or green programs are impacting consumer travel decisions. In a comprehensive study conducted last year by PhoCus Wright⁴ (a leading travel industry research firm), the summary results indicate that “green” has become mainstream, and as such is important to both destinations and suppliers within the tourism industry. The study also identified the key factors influencing travel decisions, as outlined in Figure 1 below.

- 44% of U.S. travelers consider environmental impact to be important to them when planning travel.
- 56% of U.S. travelers are skeptical about what companies tell them about their green practices.
- Just under one-third of travelers indicate a willingness to pay some sort of premium for green travel.
- Only 8% of green travelers believe it is easy to find travel options

*Figure 1
Factors Influencing Leisure Travel Decisions in the Past Year*



Source: Going Green: The Business Impact of Environmental Awareness on Travel 2009

The groundbreaking report goes on to identify three key conclusions that are noteworthy for the California travel industry:

- For most travelers, “green” will act more as a hygiene factor than a source of satisfaction.

“Consumers will expect travel companies to maintain a basic level of responsibility to the environment in the course of doing business. The threshold of green expectations will likely evolve and increase over time...”

⁴Going Green: The Business Impact of Environmental Awareness on Travel

For most consumers, meeting a base level of greenness will become a “hygiene factor.” This means that if the baseline is not met it will be a source of dissatisfaction, but if the baseline is exceeded, it will not necessarily increase levels of satisfaction.

- The travel marketplace will bear premiums for differentiated products.

“Though they will not represent the majority, there is a sizeable portion of travelers (30%) who are willing to pay a premium for differentiated green products.”

To be successful, brands will have to successfully differentiate their product. The challenge will be that these consumers are skeptical and smart, and any “greenwashing” could have the opposite effect.

- Major travel rating and guide organizations will be expected to provide green information.

“Because 62% of U.S. travelers believe that their travel choices make a difference in the environment, the potential green travel audience is so wide that travel rating and guide companies would be ignoring a strong customer need.”

Understanding Sustainable Tourism in California

California, like most destinations, is dependent upon its natural, cultural, historic and human resources for tourism. Sustainable tourism values, preserves and protects all of these resources while providing economic opportunity for communities and businesses in such a way that balances the needs of all resources. Sustainable tourism guidelines and management practices are applicable to all types and sizes of tourism, as the end goal is to create a sustainable tourism ecosystem that is self-perpetuating. Every community and business can implement strategies for sustainability, as size is not a limitation.

Sample California Sustainable Tourism Programs⁵

- California Academy of Sciences
- Monterey Bay Aquarium
- Watchable Wildlife
- San Diego Zoological Society
- Whale Watching Providers (charter boat companies, tour operators)
- National Parks Service (Channel Islands)
- California State Parks (Año Nuevo)
- Adventure Travel Trade Association (Roseville)
- Mono Lake Committee and South Tufa State Reserve

⁵ John Poimiroo “Greening Beyond the Niche” Presentation

- Lassen Volcanic National Park – First Platinum LEED structure in the National Park System
- DNC Parks and Resorts (Yosemite National Park)
- Disneyland Resorts (Disney Adventure Tours)
- Sundial Bridge, Turtle Bay Exploration Park

Institutions with Expertise in Sustainable Tourism

- Monterey Institute
- Humboldt State University
- Cal Poly San Luis Obispo
- UC Davis
- San Diego State University

A number of private and public sector organizations have developed sustainable programs. These include programs in the private sector as well as local and state government and academia. For a comprehensive list of hospitality and tourism academia programs in the California State University system, see page 23.

California Sustainable Tourism Assets

The below chart illustrates those sustainable tourism assets that California possesses, which the tourism industry can build upon in developing sustainable tourism programs.



California Sustainable Tourism Strengths

As a basis for sustainable tourism, California is blessed with an abundance of natural resources and has long been in the forefront of protecting those assets. These natural assets include such diversity as California’s well-known beaches, mountains, deserts and lush forests – each with its own unique ecosystem.

History & Reputation

- Reputation and history as a leader in environmental protection
- Reputation of innovation in managing and protecting environmental assets

Systems

- CTTC's existing systems, programs and budget
- Well-organized tourism industry

Natural Assets

- Diversity of California cultures, geography, history, regions and destinations

Leadership

- Leadership at the highest levels of state government (the Governor supports environmental protection and sustainable tourism)
- Leadership at the regional and local levels (increasing support at both county and city levels for sustainable tourism)
- Leadership by CTTC in the travel industry

California Sustainable Tourism Opportunities

- Maximize emerging consumer interest and demand in sustainable tourism
- Create increased incremental economic impact for destinations by attracting segments that are willing to pay more for an authentic tourism experience that is sustainable
- Strengthen support for tourism by engaging additional constituents and businesses that support sustainable concepts
- Educate local communities about the benefits of long-term management of tourism assets
- Establish the competitive advantage of California as a sustainable destination
- Leverage other non-tourism industries including natural resource management and technology
- Further preserve and protect local culture, heritage and natural resources through sustainable tourism programs and infrastructure

California Sustainable Tourism Weaknesses

- Geographic diversity can complicate communication and implementation
- Current economic conditions make it challenging to divert budget to new programs

- Lack of consistent transportation infrastructure within the state
- Perceived and actual costs
- Perceived long term return on investment
- Perceived dysfunctional state government
- Resistance to change
- Confusion about what sustainable tourism actually is
- Negative perceptions of California

California Sustainable Tourism Threats

- Intra-state competition
- Government regulations
- Potential for “greenwashing”
- Continued poor economic conditions
- Natural disasters (e.g., wildfires, water shortages)
- Continued state deficit

The Role of CTTC

In considering CTTC's role in Sustainable Tourism, a review of other state programs suggest some commonalities are potential areas of focus that would benefit the industry. Given that CTTC is the industry leader for tourism within the state, the ability to communicate the importance of sustainable tourism to both consumers and the industry should be maximized. In considering CTTC's role, the following elements should be considered:

- **Developing and communicating the sustainable message.** CTTC can include sustainable information to both consumers and the industry, utilizing existing communication tools and strategies where appropriate.
- **Support resources.** CTTC should also play a strong role in bringing together educational tools that would assist the industry in developing and implementing sustainable programs. This “tool kit” could include a number of education tools, including the following:
 - **Sustainable Tourism Information.** Include timely and pertinent information on the topic.
 - **Sustainable Tourism Case Studies.** Case study information on DMOs, lodging, restaurant and attractions implementation of sustainable tourism practices.
 - **Sustainable Tourism Research.** CTTC can be a clearinghouse for important research on sustainable tourism.

- **Sustainable Tourism Conference.** CTTC can develop and implement an ongoing conference that can be a source of ideas, networking and education on sustainable tourism.
- **Sustainable Tourism Networking Opportunities.** CTTC can provide networking opportunities to those within the state that have a similar interest in an effort to share ideas and strategies.

For sustainable tourism to be successful within the state, support for the effort must go beyond CTTC and be supported by the broader tourism industry, including the following:

- Destination Marketing Organizations
- Chambers of Commerce
- Hotel and lodging owners
- Attractions
- Restaurant and Retail Owners
- Local city and county government
- Resorts
- Travel Related Services
- Resource agencies
- Universities and colleges

For any sustainable tourism program to be successful, it is critical that these other elements of the tourism industry support and implement programming at the regional and local level through all parts of the industry.

Goals & Objectives

The following are goals and objectives for the proposed California Sustainable Tourism programs to be implemented by CTTC. They were developed with tourism industry input and support.

Goals:

1. To position California as a leading international sustainable tourism destination.
2. To increase participation by California destinations, residents and visitors in protecting and enhancing the state's unique environmental, cultural, historical and natural assets that make California a special place to live, work and visit.
3. To promote the importance of California's sustainable tourism through research and speaking engagements, thereby helping California destinations and attractions obtain funds necessary to increase their participation.

4. To strengthen the California tourism industry's implementation of sustainable tourism practices.

Objectives:

1. To serve as a resources for the California tourism industry in facilitating and implementing sustainable tourism practices at the regional and local level and to tourism related businesses.
2. To educate and inform the international and domestic visitor on how to make more sustainable, locally beneficial and experience rewarding decisions when visiting California.
3. To elevate sustainable tourism concepts into CTTC policy and planning.
4. To promote change in industry practices to implement sustainable tourism concepts and programs.
5. To support regional and local efforts in innovating new sustainable tourism best practices and sharing those concepts with the greater tourism industry.
6. To attract consumers interested in sustainable alternatives during their travel to California.

California Sustainable Tourism Strategies

The following are sustainable strategies designed to achieve the goals and objectives.

1. Create Awareness - Create awareness for sustainable tourism among visitors, the California travel industry and residents in an effort to enhance local culture and protect the environment using CTTC communications channels (including fulfillment, online, public relations, etc.).
2. Educate - Educate the regional and local tourism industry about the benefits of sustainable tourism by serving as a primary information resource.
3. Research & Development - Integrate sustainable tourism issues into CTTC research, sharing actionable information with the California tourism industry in an effort to support the implementation and growth of sustainable tourism programs, and show the benefits of sustainable tourism.
4. Leverage Existing Systems - Utilize existing CTTC programs and systems to implement a sustainable tourism initiative including all marketing and media.

Appendix

Review of Sustainable Programs

In an effort to better understand the potential for sustainable tourism programs within the state of California, SMG reviewed various other state and local programs to gain insight on current programs and practices.

DMO State-Level Sustainable Tourism Program Examples

1. Wisconsin

Wisconsin's state tourism office developed a voluntary green certification program for its tourism industry, in an effort to encourage businesses to adopt more sustainable practices. The Travel Green Certification Program reviews, certifies and recognizes tourism businesses and organizations that have made a commitment to reducing their environmental impact. Specifically, the program encourages participants to evaluate their operations, set goals and take specific actions towards environmental, social and economic sustainability.

The program is designed to protect Wisconsin's landscape and natural resources, as well as to educate Wisconsin travelers about sustainable tourism practices. It promotes smart business practices, giving the state's tourism-related businesses and organizations a significant point of differentiation, and supports the state's overall tourism brand.⁶ The Wisconsin state tourism office has created a separate Travel Green Wisconsin Web site for this program that exclusively features those businesses that have been certified. To become certified, applicants submit a 16-page application that includes questions related to such practices as energy consumption, conservation tactics, local community benefits, and communication and education, among others.

Travel Green Program Goals

- Be entirely voluntary.
- Be simple and affordable so that tourism businesses are motivated to participate.
- Be adaptable and available to the full variety of business types that serve travelers.
- Make good business sense by offering identifiable cost savings to participants.
- Increase participant awareness of environmentally sustainable business practices.
- Provide a marketing advantage for program participants as well as the state.
- Lead to measurable environmental improvements.

Travel Green Wisconsin launched as a pilot program in several key communities. Tourism businesses in these areas went through the certification process and provided feedback that was used to fine tune program elements before being introduced statewide in 2007.

⁶ Travel Wisconsin Website www.travelgreenwisconsin.com

While the success of the program is unclear, Travel Green Wisconsin indicates on its site that it has a long-term vision, one that will include continued re-evaluation of the program checklist and continued efforts to certify more tourism industry members.

2. Tennessee

Tennessee's sustainable tourism initiative is an education and outreach program for businesses involved in tourism (e.g., Chambers of Commerce, hotels, restaurants, etc.). Its primary tool is a Web site that includes research and tools for the tourism industry, including case studies, checklists and whitepapers, along with videos from the 2008 Sustainable Tourism Summit. Many projects throughout the state have been implemented in the name of sustainable tourism, including Chattanooga's and Gatlinburg's efforts to become sustainable cities, and National Geographic's Center for Sustainable Destinations three-year pilot project in the Great Smoky Mountains National Park gateway communities to develop sustainable tourism projects.

The success of the program is measured by completed goals and the number of people reached through the grassroots efforts in communities, online via the existing industry resource Web site (www.tnvacation.com), or via the sustainable tourism travel planning site.⁷

3. South Dakota⁸

In the spring of 2006, South Dakota's Office of Tourism implemented a cooperative campaign designed to take aim at high prices and a predicted slump in summer tourism travel. In partnership with the American Coalition for Ethanol (ACE), and the Ethanol Promotion and Information Council (EPIC) the campaign was designed to promote the state and highlight various tourism offerings and travel deals.

The campaign issued 31,607 vouchers for \$20 worth of ethanol enriched fuel to potential out-of-state visitors from 15 states. Of the vouchers issued, 13,904 were redeemed and honored by South Dakota retailers from May 1, 2006 – August 31, 2006. This represents a 44 percent redemption rate.

Other findings included:

- Amount of ethanol-enriched fuel purchased was \$456,251.69. This amount represents \$179,053.54 in additional fuel purchase over the \$20 voucher.
- Average distance traveled to redeem was 224.75 miles.
- Longest distance traveled to redeem was 1,345 miles.

⁷ Tennessee Web site www.tnvacation.com/sustainable/

⁸ South Dakota Office of Tourism www.travelsd.com

The Office of Tourism's 2006 Intercept Study found that the daily economic impact of one travel party to South Dakota was \$221.77, and that the average length of stay for a travel party was 4.2 days. Based on 13,904 redemptions, the economic impact of the campaign was \$12,950,658.34.

The "Twenty Bucks for the Road" campaign earned national media attention from publications like USA Today, the New York Times and the Wall Street Journal. The coverage of these and several other media outlets is estimated to have reached 27,170,000 people. When combined with the paid media placement, "Twenty Bucks for the Road" is estimated to have reached 58,222,752 people through readership and circulation.

The "Twenty Bucks for the Road" campaign was developed by the South Dakota Office of Tourism and Lawrence & Schiller. The campaign is a key component of the 2010 Initiative goal to double visitor spending.

4. Minnesota

Travel Green Minnesota was developed with an emphasis to protect the environment, promote tourism business practices that reduce environmental impact, educate travelers, and promote Minnesota tourism. The program was created with the passage of state legislation in 2007 that directed Explore Minnesota Tourism, the state's tourism promotion office, to develop a Minnesota travel green program based on the input of related agencies, organizations and businesses. Explore Minnesota Tourism organized a task force of 22 representatives from various tourism associations, the University of Minnesota Tourism Center, state agencies and businesses to analyze existing travel green programs and develop recommendations for Minnesota.

The program includes a resource Web site ⁹ with a variety of information including definitions, certificate programs, as well as U.S. and international programs.

DMO Regional-Level Sustainable Tourism Program Examples

1. Boston

Boston Green Tourism (BGT) is a group of local tourism industry professionals whose goal is to improve the environmental performance of the local tourism industry and promote Greater Boston as an environmentally friendly destination to both visitors and meeting planners. Originally developed as an outgrowth of the Coalition for Environmentally Responsible Convention Centers (CERC), BGT focuses on promoting the region's environmentally friendly hotels, green spaces and outdoor recreation opportunities.

Boston Green Tourism encourages the local tourism industry to "green" their operations by offering educational seminars, along with collaboration, such as helping local hotels become Energy Star-certified. Its Web site features links to green hotels, restaurants and meeting spaces, and also provides links to green products and services that

⁹ Travel Green Minnesota Web site www.tourism.umn.edu/index.html

relate to the local tourism industry.¹⁰ BGT does not appear to be part of the Greater Boston Convention & Visitors Bureau, though the Great Boston CVB does have a page on its site dedicated to eco-friendly travel. It is unclear if there is a relationship between it and BGT.

Given its independent status, it is unclear how BGT measures the effectiveness of its programs, especially those designed to draw visitors interested in green hotels and restaurants.

2. Whistler and the Sea-to-Sky Region of British Columbia

While there is no specific sustainable tourism program associated with the Whistler and Sea-to-Sky region of British Columbia, in itself it provides a good example of a sustainable tourism program integrated into a mass tourism model that balances the economic, social, natural, cultural and human needs of the destination.

Ranging from coastal to alpine and glacier landscapes, this destination attracts millions of tourists and conference-goers each year from around the world. Unique to this area and British Columbia in general is the recent productive cooperation between indigenous people, government and the business sector. The area boasts tours and attractions for all types of visitor, from alpine and backcountry skiing to bird watching and guided interpretative hikes and programs with indigenous Squamish tribes. Smart urban planning has resulted in densely populated “villages” that serve major tourism attractions such as the Whistler-Blackcomb Ski area and a bevy of world-class resorts. Visitors are able to park their cars or take a shuttle bus from Vancouver, and transportation options, including routine hotel pickups and centralized meeting places, discourage driving. Destinations can also learn from Whistler’s excellent community-developed and municipality supported programs for trail building and way-finding systems (signage and maps), allowing do-it-yourself tourists to create their own adventures.¹¹

3. Santa Monica

Recognized as one of the top 10 sustainable cities in the U.S. (by SustainLane.com), Santa Monica is an excellent example of urban sustainable tourism and smart planning in practice. The city attracts almost 4 million visitors per year from outside of Los Angeles County, creating \$20 million in tax revenues alone. In 1994, the City of Santa Monica adopted a “Sustainable City Plan” intended to reduce beach pollution, water consumption and more. Each year it issues a report card¹², which grades everything from community education and civic participation to environmental and public health.¹³

Similar to Wisconsin, the City of Santa Monica established its own green certification program in 2006 in conjunction with the Convention and Visitors Bureau and the Chamber of Commerce. It was designed to provide businesses with recognition for their efforts to make their operations more sustainable, and provide consumers a way to identify

¹⁰Boston Green Tourism www.bostongreentourism.com

¹¹Peter Brumis www.ecomentum.com

¹²City of Santa Monica Sustainable City Report Card www.santamonica.com/includes/media/docs/SustainableCityReportCard.pdf

¹³Santa Monica Office of Sustainability www.smgov.net/departments/ose/

them.¹⁴ While this program was not necessarily designed exclusively for tourism promotion, it has the added bonus of being attractive to visitors seeking green businesses. These businesses are promoted to tourists via Santa Monica's "Green Map," a downloadable PDF that highlights green businesses along with environmentally interesting places (environmental organizations, car oil recycling centers, etc.).

Sustainable Tourism Industry Specific Programs

1. Lodging

A. American Hotel and Lodging Association

At the national level, the American Hotel and Lodging Association (AH&LA) actively supports sustainable programs within the industry. AH&LA offers significant resources to member lodging properties with its "Green Resource Center" at www.ahla.com/green. The Web site offers a Green Guidelines challenge and a place to pose questions for AH&LA resident experts. The resource center also includes a wealth of information including the following:

- Green guidelines
- Best practices
- Case studies
- News stories
- Operational opportunities
- Eco-friendly suppliers

B. The Green Hotels Association

The Green Hotels Association's primary purpose is to bring together hotels that have an interest in environmental issues. Their Web site, www.greenhotels.com, features a variety of information for lodging operators that have an interest in instituting programs that save water, energy and reduce solid waste.

The Web site serves as a resource for member properties and includes a variety of information:

- Green ideas
- Approved vendors
- Member hotels
- Media Attention
- Green Travel

¹⁴ Santa Monica Green Certification Program www.smgbc.org

C. California Department of General Services Green Lodging Program

The Green Lodging Program brings together the lodging industry, state travelers and the environment. The Green Lodging Program encourages state and local government travelers to seek out and give preference to certified "green hotels." www.travel.dgs.ca.gov/lodging/greenlodging.htm

2. Attractions

While there are literally hundreds of theme parks throughout the country that serve millions of visitors on an annual basis, many have aggressively moved to gain the benefits including water conservation, reducing energy costs, solid waste reductions and more. Case study examples include the following:

- Busch Entertainment Corporation (www.prnewswire.com/mnr/seaworld/35699/)
- The Walt Disney Corporation (corporate.disney.go.com/responsibility/environment.html)
- Universal Studios (<http://media.universalorlando.com/newsreleases/detail.aspx?id=134>)
- California Academy of Sciences (www.calacademy.org/sustainable_future/)

3. Restaurant/Dining

The National Restaurant Association has developed a comprehensive "Conserve" program for member restaurants. Additionally, the Association has implemented a partner program with the Environmental Protection Agency (EPA), "The EPA Energy Star Challenge," designed to improve energy efficiencies throughout the industry. The primary resource is their Web site, <http://conserve.restaurant.org/index.cfm>, which includes a variety of programs and information including the following:

- Related news and events
- Tips and tools on-going green
- Energy efficiency
- Industry green trends

4. Retail Shopping

The National Retailers Federation (NRF) has developed a sustainable retailing consortium that seeks to bring together retailers, manufacturers, vendors, and organizations that are engaged in sustainable (green) retailing efforts. These efforts include a Web resource at www.nrf.com/modules.php?name=Committee&op=viewlive&sp_id=92 that includes a variety of information:

- Sustainable retailing consortium framework
- Sustainable Retailing Resources

- Webinars that focus on green retailing

5. Recreation

A. Ski Areas

The National Ski Areas Association (NSAA; www.nsaa.org/nsaa/environment/) has developed a “Sustainable Slopes” program designed to improve the sustainable practices of the industry. These efforts include:

- Sustainable Slopes charter
- Sustainable Slopes assessment tool
- Related press and news
- Searchable green database of ski resorts that are currently implementing programs

Additionally, the NSAA partnered with the Natural Resources Defense Council (NRDC) and to raise visibility and public understanding of global warming and spotlight opportunities that exist right now to start fixing the problem through their “keep Winter Cool” program.

B. Golf

Since 1990, the United States Golf Association (USGA) has dedicated a significant amount of time and resources focusing on environmental outreach. USGA has programs like the Audubon Cooperative Sanctuary Program for Golf Courses, Wildlife Links, and many other environmentally oriented projects. USGA has long promoted ecologically sound land management, and the conservation and protection of natural resources on golf courses.

(www.usga.org/Content.aspx?id=26125)

6. Transportation

A. Rental Car

The rental car industry has been a part of the Sustainability Mobility Project. The industry has implemented a number of programs including a carbon offset program, which they match dollar for dollar (up to \$1 million). The industry has also shifted much more of its inventory to greener vehicles. Consumers now have a variety of choices including gas, electric and hybrid vehicles that have lower emissions. Specific programs include the following:

- Alamo (www.keystogreen.com)
- Avis (www.avis.com/car-rental/content/display.ac?contentId=green-initiative-US_en-005366&ICID=homepage_spot3&IID=green#top)
- Budget (www.budget.com/budgetWeb/html/en/aboutus/green/index.html)

- Hertz (www.hertz.com/rentacar/byr/index.jsp?targetPage=USgreencollection.jsp?leftNavUserSelection=globNav_3_5_1&selectedRegion=United%20States)

B. Bus

The American Bus Association (ABA) represents the business concerns of both U.S. and Canadian privately owned motorcoach and tour operators. Their Web site, www.buses.org/environmentallyfriendly, provides industry information on:

- Energy Use and Emissions
- Impacts on Society and Economy
- Research and Brochures
- Press Releases and News

C. Air

Produced by the Geneva-based Air Transport Action Group (ATAG), a global association representing all sectors of the air transport industry, Enviro.aero is an aviation industry wide initiative to explain the real impact of the aviation industry on the environment and the industry initiatives underway to reduce the impact. The site provides a resource of information to understand the industry efforts, including:

- Case studies
- Policies and guidelines
- Technology, infrastructure and operational initiatives
- Press and news

D. Cruise

Cruise Lines International Association (CLIA) member cruise lines are working to preserve and protect the environment through internal policies and procedures based on federal, state, and international standards. The Web site, www.cruising.org/industry/environment.cfm, includes these standards as well as industry overviews and research.

Sample Promotion

The following is a sample promotion at the property level from 968 Park Hotel located in South Lake Tahoe, the area's only green hotel.

Hybrid Drivers Save 20%

Drives a hybrid vehicle to the hotel and receive 20% off. **Use the promotional code "LoEm".**

Reservations staff will verify that a hybrid vehicle was used for transportation when checking the environmentally conscious drivers into the hotel. The hybrid vehicle does not have to be owned by the person staying at the hotel, it simply has to be used to get to 968 Park Hotel. So leave home their SUV at home and borrow a friend's hybrid. *The promotion is valid on all holidays!*

Offer Expires: December 31, 2009

Helpful Sustainable Tourism Websites

US Travel Association	www.travelgreen.org
The Sustainable Tourism Gateway	www.gdrc.org/uem/eco-tour/eco-tour.html
University of Minnesota Tourism center	www.tourism.umn.edu/index.html
Tennessee Sustainable Tourism	www.tnvacation.com/sustainable/
The Vermont Geotourism Initiative	www.billingsfarm.org/explore_vermont/Geotourism.html
Center for Sustainable Destinations	www.nationalgeographic.com/travel/sustainable/index.html
Sustainable Travel International	www.sustainabletravelinternational.org/
Hawaii Sustainable Tourism Project	www.hawaii.gov/dbedt/info/visitor-stats/sustainable-tourism-project/

California State University Hospitality Management Programs

Chico	<p>B.S. Recreation Administration Resort, and Lodging Management Option http://www.csuchico.edu/catalog/cat03/programs/recr/bs_recr.html MA Rec Admin Includes 1 Resort & Lodging Seminar http://www.csuchico.edu/catalog/cat07/recr/RECRNONEMA.html</p>
East Bay	<p>BS Leadership in Hospitality and Leisure Services Hospitality and Tourism: 92 units http://edschool.csueastbay.edu/departments/rec/hospmgmtopt.html</p>
Fresno	<p>BS Recreation Administration Sports and Entertainment Facility Management http://www.csufresno.edu/chhs/depts_programs/rec_leisure_studies/about/degrees_programs/SEFM.shtml</p>
Fullerton	<p>BA: Communications Entertainment Studies BA: Business Entertainment & Tourism Management MA Comm Entertainment & Tourism Certificate thru Extended U: Professional Meeting Planning http://communications.fullerton.edu/undergraduate/entstudies.html http://www.fullerton.edu/etcenter</p>
Long Beach	<p>BS HFH Hospitality Foodservice and Hotel Management Minor Hospitality, Foodservice, & Hotel Management MS Hospitality, Foodservice, & Hotel Management http://www.csulb.edu/colleges/chhs/departments/fcs/programs/HospitalityFoodserviceHotelManagement.htm</p> <p>Certificate RLS Admin of Travel & Tourism http://www.csulb.edu/divisions/aa/catalog/07-08/depts/rec/rec_programs.html</p>
Monterey Bay	<p>BS Bus Ad Hospitality Management Concentration (Bus Ad Reqs. + 5 Courses & 1 Substitution) http://business.csumb.edu/site/x16878.xml</p>
Northridge	<p>BS Recreation and Tourism Management Hospitality Management Focus http://rtm.csun.edu MS Rec Mgt Hospitality, Travel, Tourism Track, http://rtm.csun.edu/docs/Graduate_Program.pdf</p>
Pomona	<p>BA, MBA Hospitality Management http://www.csupomona.edu/~cshm/collins_school/index.shtml http://www.bus.csupomona.edu/mba_career.asp</p>
Sacramento	<p>BS Recreation, Parks, and Tourism Administration</p> <p>Commercial Recreation, Tourism, and Hospitality Management Option http://www.hhs.csus.edu/rls/commercial_tourism_hospitality.htm</p>
San Diego	<p>BS Hospitality and Tourism Management http://htm.sdsu.edu/require.html</p>

San Francisco	BS Hospitality Management Concentrations in Hotel, Restaurant & Foodservice, Rec & Resort Mgt Minor http://www.sfsu.edu/~bulletin/current/programs/hospita.htm Certificate thru Extended U: 24 units http://www.cel.sfsu.edu/hospitality/certificate.cfm
San Jose	BS Hospitality, Tourism, and Event Management: 59 Units Minor Hotel & Restaurant Mgt http://www.sjsu.edu/hrtm/students/index.htm#bs_hospitality
San Luis Obispo	BS Recreation, Parks, and Tourism Administration, Tourism Planning, Special Events Management Concentrations http://www.nrm.calpoly.edu/rpta/concentrations.ldml
Sonoma	BA Bus Adm Wine Business Program http://www.sonoma.edu/winebiz http://www.ssuexed.com/programs.php?id=106&sem=Spring&year=2008

See also: <http://www.calstate.edu/impact/hemi-programs.shtml> for a directory of programs.

California Sustainable Tourism Roundtable Participants

Organization	Last Name	First Name
968 Park Hotel	Minnes	Christopher
Alcatraz Cruises	Breisacher	Galen
Amador Council of Tourism	Funk	Maureen
America 4 You, LLC	Hartl	Stephanie
America 4 You, LLC	Ross	Lena
Anaheim/Orange County Visitor & Convention Bureau	Cali	Elaine
Anaheim/Orange County Visitor & Convention Bureau	Elia	Penny
Anaheim/Orange County Visitor & Convention Bureau	Gallaughher	Ann
Anaheim/Orange County Visitor & Convention Bureau	Miracle	Luanne
Arden Fair Mall	Prouhet	Jennifer
Arts Orange County	Stein	Richard
Berkeley CVB & Film Office	Hillman	Beverly
Birders Homestead	Pulvino	Ken
BLM	Danella	George
BLM- CA Coastal Nat'l Monument	deChadenedes	Marcia
BLM-CA Coastal National Monument	Hanks	Herrick (Rick)
CA Assn for Local Economic Development	Sahota	Gurbax
CA Assn of RV Parks & Campgrounds	Sipe	Debbie
Ca Rte 66 Museum	Chassey	Paul
Cal Poly SLO	Greenwood, PhD	Jerusha
California Academy of Science	Peterson	Richard
California Academy of Science	Pope	Aaron
California Academy of Science	Skeoch	Don
California Tours, Inc.	Kim	William
California Travel & Tourism Commission	Esquivias	Amanda
California Travel & Tourism Commission	Johnstone	Jean
California Travel & Tourism Commission	Mishell	Dan
California Travel & Tourism Commission	Tannahill	Jonelle
California Travel & Tourism Commission	Wilcox	Susan

Organization	Last Name	First Name
California Vagabond	Cleveland	Bradley
California Visitors Network	Padgett	Greg
California Wine Tours	Gatens	Mimi
Calistoga Chamber of Commerce	Albright	Rex
CalTIA	Hutchings	Ross
Casa Tropicana	Anderson	Rick
Certified Folder Display Service, Inc.	Horowitz	Philip
City of Angels	Laws	Judith B.
City of Angels	Rogers	Bob
City of Ontario	Vondersaar	Stephanie
CSUN	Best	Mechelle
CSUN	Ward	Veda
CSUN Student	Campbell	Ryan
CTTC	Esquivias	Amanda
CTTC	Tannahill	Jonelle
CTTC	Wade	Teddy
CTTC Commissioner- Casa Tropicana	Anderson	Rick
CTTC Marketing Representative	Reynolds	Cynthia
Dept. Parks and Recreation- Hearst Castle	Allen	Jim
Dept. Parks and Recreation- Partnerships and Consumer Strategies-	Reed	Brent
Downtown Region CRA/LA	Huang	Edward
El Dorado County Chamber of Commerce	Franklin	Jody
Embassy Suites Irvine - Orange County Airport	Economos	Thomas
Expedia, Inc	Stangel	Tara
Fairmont	Heston	Michelle
Folsom Tourism Bureau	McAlea	Mary Ann
Freelance Writer	Wade	Judy
Fullerton Marriott at California State University	Hust	Ron
GlobalFluency	DiCello	Mark
Gold Rush	Cochran	Kathy
Graduating Sr- CSUN	Kerns	Justin
Half Moon Bay Coastside	Hale McHugh	Charise
Hampton Inn	Walters	Cynthia
Hampton Inn-Goleta	Lujan	Josh
Hornblower Cruise & Events	Eastwood	Cassidy
Hornblower Cruise & Events	Falkenstein	Brad
Horwath HTL	Limbach	Corey
Huntington Beach Marketing and Visitors Bureau	Fisher	Madison
Huntington Beach Marketing and Visitors Bureau	Mulgrew	Donna
Hyatt	Ortiz	Melissa
Hyatt	Simmons	Jerry
Incredible Adventures	Deninger	Brian
J. Paul Getty Museum	Singleman	David
LA Inc	MacJennett	Patti
LA Inc- Dine LA	Kommers	Carrie
Laguna Beach Chamber of Commerce & Civic Association	Hancock	Rose
Laguna Beach Visitors & Conference Bureau	Bijlani	Judith
Limoneira AgriTours	Chamberlain	John
Limoneira AgriTours	Edwards	Carla
Lodi CVB	Beckman	Nancy
LPB Media Group	Profant	Musette
Malibu Chamber of Commerce	Evans	Rebekah
Mammoth Lakes- Tourism and Recreation	Stroud	Danna
Marine Life Gallery	Graham	Sarah
Mendocino County Lodging Assn.	Schneider	Scott
Modesto CVB	Mullen	Jennifer
Monterey CVB	Filice	Jennifer

Organization	Last Name	First Name
Museum of Ventura County	Gerrard	Susan
Napa Valley Wine Train	Guzman	Andrea
Napa Valley Wine Train	Hilton	Melodie
National Geographic Theater Hearst Castle	Wood	Shane
National Geographic Traveler	Conn	Ed
Nature Media, CA Watchable Wildlife	Killebrew	Karen
Newport Beach Conference & Visitors Bureau	Severini	Kim
North Lake Tahoe Resort Assoc.	Chapman	Andy
Northern California Meetings & Events Magazine	Fullwood	Janet
Northern Sierra Wine Country Assn.	Wilson	Lynn
OC Wildlife& Beach Tour	Ikerd	Cheri
On Travel	Lasley	Paul
Palm Springs Bureau of Tourism	Dunn	Jim
Pasadena CVB	Marchand	Nan
Rasa Travel- East Bay Green Tours	Brady	Emmet
Rasa Travel- East Bay Green Tours	LaMagna	Marissa
Roaring Camp Railroads	Lynberg	Eric
Roaring Camp Railroads	Nakamoto	Paul
San Diego Convention and Visitors Bureau	Ravitz	Suzzanne
San Diego East Visitors Bureau, Southwest College	Lund	Eric
San Diego State University	Ponting	Jess
San Diego State University	Sasidharan	Vinod
San Diego Zoo	Molter	Ted
San Francisco CVB	Armstrong	Laurie
San Jose State University	Ross	Suzy
San Mateo County/Silicon Valley Convention & Visitors Bureau	LeClair	Anne
Santa Barbara Car Free Project	Kath	Laura
Santa Barbara County Air Pollution Control District	Bird	Mary
Scenic Arroyo Seco	Possert	Nicole
Seven Crown Resorts	Gusman	Sharyl
Sierra Nevada Recreation Corporation- Cave & Mine Adventures	Bolton	Lisa
Siskiyou County Visitors Bureau	Steele	Joanne
SMG	Ribaudo	Carl
Soul of America	Dorsey	Thomas
South Coast Plaza	Escher	Werner
Southwest Airlines	Yang	Kelly
Sports Leisure Vacations	Hoffmann	Mark
Stockton CVB	Rhea	Wes
Strategic Marketing	Ribaudo	Carl
Surf City USA – Huntington Beach Marketing and Visitors Bureau	Bone	Steve
Tauck World Discovery	La Grande	Dixie
Temecula Valley Winegrowers Association	Evans	Peggy
The Cliffs Resort	Moss	Casey
The Wilderness Institute	Childs	Brad
Tourism & Travel Marketing	Imara	Yokely
TRAVELHOST of California	Nickerson	Bob
TravelTalkMEDIA - RADIO-TV-WEB	Dhuyvetter	Sandy
TravelTalkMEDIA - RADIO-TV-WEB	Peartree	Patrick
TravelTipsAndTours & URaTrip.com	Profant	Marie
Vacaville CVB	Laughlin	Melyssa
Western Region Hertz Corporation	Ritenour	Roy S.
Wine Lab Newport	Richards	ChrisAnn
Xanterra Parks and Resorts	Southall	Joel
YARTS Transit Manager	Whittington	Dick
Yosemite/Mariposa County Tourism Bureau	Poimiroo	John

2009 Sustainable Tourism Survey

Survey Notes:

- Online Survey
- 1,567 invited to participate
- 129 Completed
- 8% response rate

1. Is your destination/organization currently involved in any sustainable tourism programs or activities?
72% Yes
28% No (go to question 3)
2. What types of sustainable tourism programs is your destination/organization currently involved in?
56% Farmers Market
49% Local grown/organic foods programs
65% Cultural and heritage programs
57% Sustainability events
25% Geo Tourism programs
63% Eco Tourism programs
24% Other
3. Do you have specific funds to market your sustainable tourism programs and/or activities?
33% Yes
67% No
4. Overall how well would you rate your destination in implementing sustainable tourism programs?
8% Excellent
37% Very Good
41% Average
13% Below Average
3% Poor
5. What are the primary challenges in developing a sustainable tourism program for your destination Select all that apply.
14% Have never considered a sustainable tourism for our destination/organization.
34% Lack of expertise in marketing a sustainable tourism program
29% Lack of understanding about how a sustainable tourism approach would benefit the destination
13% Disagreement about how to develop a sustainable tourism program
28% Unsure how to develop a sustainable tourism program
16% Lack of interest within the destination
12% Lack of interest from the local community
59% Time Involved
71% Cost involved
14% Other, please specify
6. What is the likelihood your destination would adopt and/or implement sustainable tourism programs in the next 12 months?
19% Very Likely
22% Somewhat Likely

29 %Not Sure
13% Somewhat Unlikely
13% Not at all Likely

6B. Within 12 to 24 months?

27% Very Likely
30% Somewhat Likely
25% Not Sure
9% Somewhat Unlikely
9% Not at all Likely

7. Do you feel you currently have the resources (information/knowledge) to implement sustainable tourism programs in your destination?

32% Yes
32% No
36% Not Sure

8. Do you believe your destination will become more competitive (i.e. retain or attract) visitors with the implementation of Sustainable tourism programs?

68% Yes
7% No
25% Not sure

9. Which of the following programs or opportunities exists for your destination? Select all that apply.

57% Agricultural tourism
60% Wine tourism
64% Adventure tourism
41% Ocean tourism
40% Scenic rivers and lakes
25% Indigenous tourism
31% Geographic wonders
12% Alpine tourism
54% Access to state and national parks
71% Art galleries/attractions
81% Historical tourism

10. How can the California Travel and Tourism Commission assist you in implementing sustainable tourism approaches and programs?

67% Marketing materials
73 %How-to-guide
46 Networking opportunities
47% Seminars
54% Educational programs
57% Research/reports
45% Articles
47% Case studies

The Strategic Marketing Group

(SMG), a California Limited Liability Corporation, is located at 2048 Dunlap Drive, Suite 11, South Lake Tahoe, CA and is a marketing advisory firm specializing in providing marketing research, strategic planning and strategy development services for the travel, tourism and recreation industries.

www.smgonline.net