



Introduction

- ❖ Economic Impacts are not the only important impacts tourism can have
- ❖ Nature, peoples and cultures also affected



Tourism and the Environment

- Tourism can be used to help preserve the environment
 - ▣ Through education and appreciation
 - ▣ To help finance preservation
 - ▣ Creation of National Parks



Environmental Impacts of Tourism

- ✦ Tourism development requires a foundation of infrastructure
- ✦ Also requires development of superstructure
- ✦ Pollution and other damage can develop with increases in visitors
- ✦ Efforts are being taken to reduce impacts



Mass Tourism vs. Ecotourism

- ❖ Explosive growth in tourism
 - ❑ Quicker, cheaper and safer transportation
 - ❑ Increase in number of world's citizens who can afford to travel
 - ❑ Longer lives and better health
 - ❑ Global communications
- ❖ Destinations are proposed to go through a set of stages from exploration to decline



Mass Tourism vs. Ecotourism, continued

- ✪ Criticism of mass tourism
 - ❑ Architectural pollution
 - ❑ Herding of tourists
 - ❑ Disruption of traditional events and occupations
 - ❑ Diminished natural beauty and environment
 - ❑ Low priority paid to local needs
 - ❑ Economic gains short-lived but damage long-term
 - ❑ Developers abandon area when growth ceases



The WTTC

~ Four Myths of Tourism ~

Myth #1:

Travel & Tourism is a non-essential, 'mass' activity of affluent people in developed countries.

Myth #2:

Tourism's major environmental impact is damage to developing countries.

Myth #3:

Ecotourism is the only logical, sustainable response to the environmental impacts of Travel & Tourism.

Myth # 4:

Comprehensive planning regulations and control are the only way to curb the environmental exploitation of Travel & Tourism.



Elements of the WTTC Vision of Travel & Tourism and the Environment

- Travel & Tourism is an integral aspect of modern societies
- Global awareness of environmental damage is developing rapidly
- The resources of the world's largest industry can and must be harnessed to achieve environmental goals
- The industry has the potential to influence billions of customers per years and to use its leverage to achieve beneficial environmental effects
- The customer challenge will exert a growing pressure to achieve environmental improvements
- Environmental lobbies will add pressure to develop good environmental practice
- Self-regulation must be developed rapidly and effectively and used to influence the development of appropriate and workable regulations
- Corporate environmental mission statements are a vital first step toward self-regulation
- Environmental leadership must come from the major international companies



Definitions of Ecotourism

Some definitions of ecotourism are as follows:

- Responsible travel to natural areas that conserves the environment and sustains the well-being of local people
- Environmentally friendly travel that emphasizes seeing and saving natural habitats and archeological treasures
- A tool for conservation
- Ecologically responsible tourism



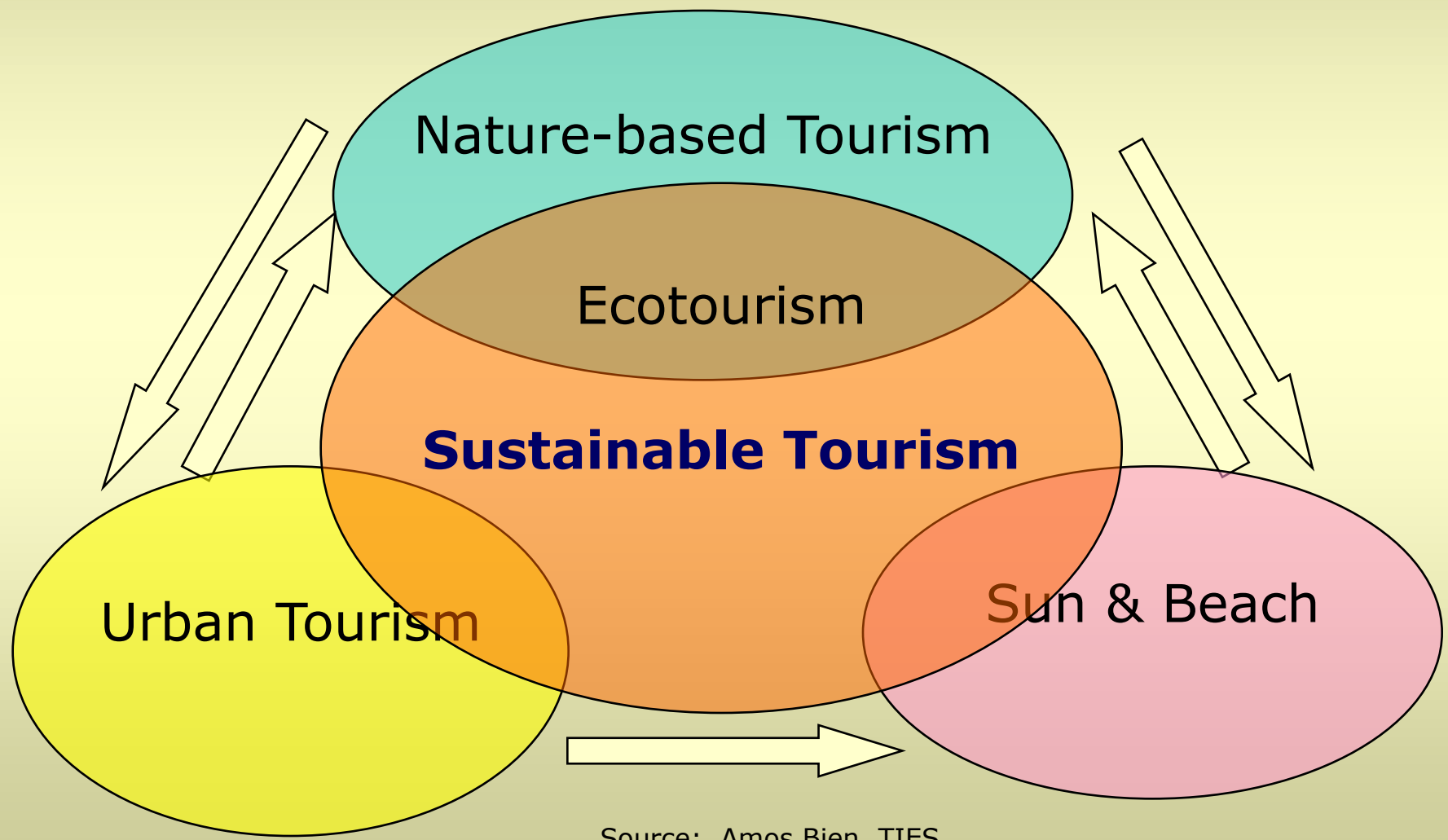
What is Sustainable Tourism?

- ✦ Tourism that “**meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future.**”

Sustainable tourism practices promote “management of all resources in such a way that **economic, social and aesthetic needs can be fulfilled** while maintaining **cultural integrity, essential ecological processes, biological diversity, and life support systems.**”



Sustainable Tourism



Source: Amos Bien, TIES



Consumer Demand for Responsible Tourism

- ✦ **Strong and growing, but largely passive**
- Majority of tourists are interested in their destinations' social, cultural and environmental issues (50-60%).
- They want to learn about the issues both before they travel, and while they are at their destination.
- Seek out pristine environments. The vast majority consider it important that their trips not damage local ecosystems (75+%).
- Want to patronize hotels committed to protecting the local environment (67-90%). Increasingly view local environmental and social stewardship as a business responsibility.
- However, *few tourists describe themselves as "ethical" or ask about hotel policies (0-26%);* even fewer report changing their plans due to responsible tourism issues.



Translating Idealism into Sustainable Tourism

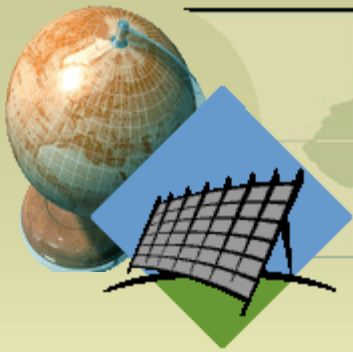
~ What Managers Need to Know ~
Measures of

- ❖ The general relationship between tourism and the environment
- ❖ The effects of environmental factors on tourism
- ❖ The impacts of the tourism industry on the environment



Negative Impacts of Tourism Development

- Unsustainable consumption of resources (water, energy).
- Uncontrolled visitation to natural sites and protected areas.
- Displacement of local people and wildlife.
- Habitat destruction.
- Pollution: absence of waste disposal and recycling systems.
- Erosion and introduction of exotic species.
- Visual pollution: spoiled natural sceneries.
- Lack of respectful behavior towards local cultures.
- At the global level: loss of biodiversity, contribution to global warming, and depletion of the ozone layer.
 - ✦ **No direct benefits to local communities**
 - ✦ **No direct support to conservation efforts**



Realities of Energy Usage

- ❑ Energy represents one of the most important factors in the cost of any operation; it is estimated at representing the second most highest cost following that of salary.
- ❑ Illumination represents 1/3 of energy consumption if not more.
- ❑ The areas that have higher energy consumption are: illumination, heating, ventilators, air conditioners, washing machines, kitchen and general services (pool, etc.).



Best Practices in Energy: Lighting

- ↙ Changing Light Bulbs
 - ↙ Use fluorescent tubes and high efficiency bulbs
 - ↙ Replace incandescent bulbs for high efficiency fluorescent tubes (4 or more hours of daily use) or other types of halogen lights
 - ↙ Incandescent Bulbs are more useful in areas such as bathrooms
- ↙ Reduce illumination levels
 - ↙ According to the use of the different areas, reduce the illumination level. (i.e.: reception needs more light, but lobbies or corridors use less)
 - ↙ Ornamental lamps might use 15 or 25 watts bulbs.



Best Practices in Energy: Lighting

Comparison between incandescent light bulbs and compact fluorescent lamps

	Light Bulb	Compact Fluorescent
Power	75W	20W
Light Intensity	1,200 lumens	1,200 lumens
Average Life	1,000 hours	10,000 hours
Power consumption with 5 hours of daily use	11.25 kWh/month	3 kWh/month



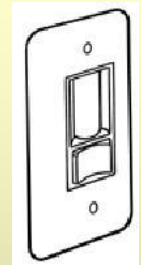
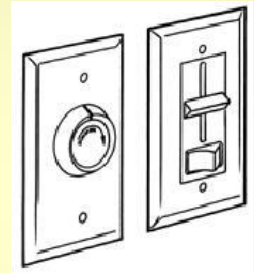
Best Practices in Energy: Lighting

↪ Controllers

- ↪ Install automatic controls (photocells, timers, etc.)
- ↪ Use "dimmers" for illumination

↪ Operations

- ↪ To establish a "On & Off" Lighting Program
- ↪ Turn off lights when room or area is unoccupied, and also when we can take advantage of natural light





Best Practices in Natural Lighting

Other Examples

- Use skylights in areas where it's possible to take advantage of natural light
- Paint ceilings, walls and floors with light colors (white, yellow, lemon, etc.)
- Disconnect tubes in unoccupied areas



Best Practices in Natural Lighting

How Much Power Appliances Consume Per Month ²²		
Appliance	Time Used	
Traditional Stove Burner, medium setting		
Small (1000 W)	1 hour a day	19.5 kWh
Medium (1500 W)	1 hour a day	29 kWh
Large (1800 W)	1 hour a day	35 kWh
Range Oven, medium setting		
Top shelf (1200 W)	1 hour a day	23 kWh
Bottom shelf (2100 W)	1 hour a day	41 kWh
Both (3300 W)	1 hour a day	65 kWh
Blender, medium setting (350 W)	5 min a day	2.5 kWh
Coffee Maker (1100 W)	Once a day	3-4 kWh
Microwave Oven w/ Toaster (1700 W)	10 min a day	9 kWh
Bread Toaster (700-1000 W)	Once a day	1-3 kWh
Rice Cooker		
10 cup capacity (600-800 W)	20 min a day	6-8 kWh
8 cup capacity (400-600 W)	20 min a day	5-6 kWh
7 cup capacity (625 W)	20 min a day	7 kWh
6 cup capacity (500-600 W)	20 min a day	5-6 kWh
5 cup capacity (450 W)	20 min a day	5 kWh
Washer, 12 lbs w/ Spin Drier (580 W)	4 hours a week	12 kWh
Iron (1100 W)	1.5 to 2.5 hr/week	7-12 kWh
Electric Showerhead, hot setting		
Lorenzetti (3000-4000 W)	30 min a day	40-60 kWh
Famo (4000 W)	30 min a day	60 kWh



Energy Conservation

- ✦ **Goal: Reduce unnecessary energy consumption wherever possible without affecting guest service and satisfaction**

- ✦ Action Plan
 - ❑ Establish a hotel wide “shut off” policy
 - ❑ Initiate a retrofit of all appropriate lighting from incandescent to compact fluorescent bulbs
 - ❑ Install automatic controls (photocells, timers, etc.)
 - ❑ Use natural lighting where possible
 - ❑ Set up an adequate inspection and maintenance system for wiring, heating, etc.
 - ❑ Use alternative energy (solar, wind, geothermal, water, etc.) systems whenever possible.



Realities of Water Usage

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With every drop of water that falls per second from a leaking pipe, a total amount of 30 liters of water would be wasted within a day.



An inefficient Shower can utilize 20 to 30 liters of water per minute, while an efficient one would utilize only 5 liters per minute.

A small leak in a toilet can signify more than 4 million liters of water wasted within a one year period, while a major leakage problem, usually detected by a constant noise generated from the toilet tank, can waste more than 96 million liters of water a year.



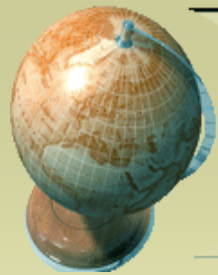
- ❑ less than 1% of our planet's total water is liquid fresh water.
- ❑ Global water demand has increased seven-fold, whereas global population has tripled.



Best Practice in Water Usage

Faucet and Showers

- ↪ Conventional faucet use among 3 to 8 gallons per minute.
- ↪ There are air flow systems that minimize water consumption without sacrificing the users sensation of comfort. The air flow systems combine the flow of water and air reducing the volume of water that's being used.
- ↪ Other system is the “flow reducer” that minimizes water flow



Best Practice in Water Usage: Household

HOUSEHOLD WATER USE TABLE

Use Categories	WATER USE		WATER SAVINGS	
	Consumption (liters)		Suggestion	Savings (liters)
Drinking	3	Daily need		
Toilet	20	Per flush	Volume control	5
Brushing teeth	4	2 minutes	Shut faucet while brushing	3
Washing hands	2	1 minute	Shut off faucet while soaping	1
Showering	200	5 minutes	Shower in 3 minutes	80
Laundry	120	1 load	Wash large loads	20
Car washing	400	15 minutes	Use a bucket	390
Garden watering	250	25 liters x 10 meters	Use low-water consumption plants	150

Source: Denver Water Department, Colorado River Conservation District



Water Conservation

- ❖ **Goal: Reduce water consumption wherever possible without sacrificing guest service or satisfaction**

- ❖ Action Plan:
 - ❑ Retrofit all guestroom shower heads with low flow alternatives
 - ❑ Install tap aerators in all guest taps and faucets
 - ❑ Install water saving devices such as flow diverters in all guest toilets
 - ❑ Establish a regular inspection program to identify all leaking toilets, taps, shower heads and water tanks
 - ❑ Establish a standard temperature for the setting of all hot water tanks (recommended 130F)
 - ❑ Install solar water heaters
 - ❑ Reuse grey water.



Best Practice in Purchasing

Amenities

- ↪ By using dispensers for liquid soap and shampoo we diminish the residues generated by solid soap
- ↪ A positive impact in our finances as we reduce the costs of supplies
- ↪ Save us time and make easy the duty of the housekeeping to clean rooms





Best Practices in Solid Waste Management

- ❑ A good waste management system can result in converting some 80% of all waste into something useful, either through recycling or reuse.
- ❑ An adequate waste disposal system may produce a 40-60% decrease in waste volume.
- ❑ In the average garbage bin of a conventional hotel, you can find:
 - ❑ 33% paper and cardboard
 - ❑ 20% food residues
 - ❑ 19 % dust and ashes
 - ❑ 10% glass
 - ❑ 8% metal (aluminum)
 - ❑ 8% sundry waste
 - ❑ 7% plastic
 - ❑ 4% textiles



Paperless Experience

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- ❖ Tour operators use large amount of paper products, for everything from internal printing to travel brochures. A strategy for minimizing the impact of paper use involves changing standard business practices in four ways:
- ❖ I **Rethink** the type of paper used, choose more sustainable paper, and promote recycled and recyclable materials;
- ❖ I **Reduce** the amount of paper used, through more effective logistics and alternative communication and marketing channels;
- ❖ I **Reuse** paper wherever possible; and
- ❖ I **Recycle** paper that cannot used again, promote recycling by travel agencies and suppliers and establish a return policy for brochures and other materials.



The Nature of Solid Waste





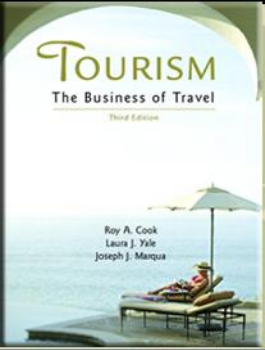
Waste Management



Goal: Reduce landfill waste by 50% and paper waste by 30%

Action Plan:

- Establish recycling programs where available for aluminium cans, tin, glass, plastics, coat hangers, batteries etc.
- Establish a program for unwanted furniture, amenities and equipment
- Eliminate the use of disposables and replace them with reusable items wherever possible
- Products (repellant) should release no persistent toxic substances into the environment during use and disposal.
- Develop a hazardous waste disposal policy to recycle waste batteries, fluorescent bulbs, paint and other chemical products
- Establish a corporate purchasing policy that encourages the purchase of and conversion of products to environmentally friendly products.
 - Request suppliers to utilize recycled material for packaging products.
- Divert organic waste from landfill through industrial composting
- Weight your garbage: is the best indicator to ensure your are reducing the volume



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Cultural and Historical Preservation

Socio-cultural Concerns



Best Practices

- *Socio-cultural*

- ✓ Respect for local cultures and people

- ✓ Support socio-cultural activities

- ✓ Contribution to local development

- ✓ Protection of historic cultural patrimony



Principles Regarding Tourism, Indigenous Peoples & Local Communities

✦ RIGHTS OF INDIGENOUS PEOPLES AND LOCAL COMMUNITIES

✦ The tourism industry should respect the following:

✦ **1. Fundamental Rights**

- Right of self-determination.
- Right to free prior and informed consent.
- Right to allow or disallow tourism within traditional territories.
- Right to full and effective participation at all stages and levels of decision-making in sustainable development projects.
- Recognition of distinct and separate rights within traditional territories.

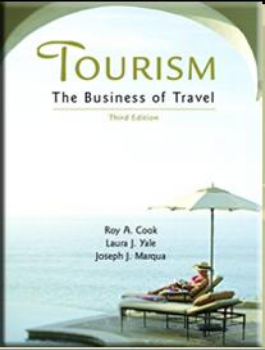
✦ **2. Cultural Rights**

- Ensure preservation, respect and protection of sacred, ceremonial, and culturally significant sites and ancestral remains.
- Protection of and right to use indigenous languages.
- Incorporate the concept of *cultural damage* into impact assessments.



✦ 3. Rights of Local Communities

- Right to say “no” to tourism projects.
- Development of sociocultural baseline data, operative regulations, and codes of good practice.
- Clear discussion of local regulations and norms with tour operators.
- Formation of community associations.
- Identification of tourism experiences within communities that contribute to cultural understanding and reinforce local cultural identity.
- Capacity building and technical assistance to facilitate community participation in all aspects of ecotourism and high standards for ecotourism products and marketing.
- Clear definitions of quality standards and local monitoring of these standards.
- Reinforce national networks to build strategic alliances that help to incubate new businesses.
- Ensure broad-based participation, including women and other typically disadvantaged groups.



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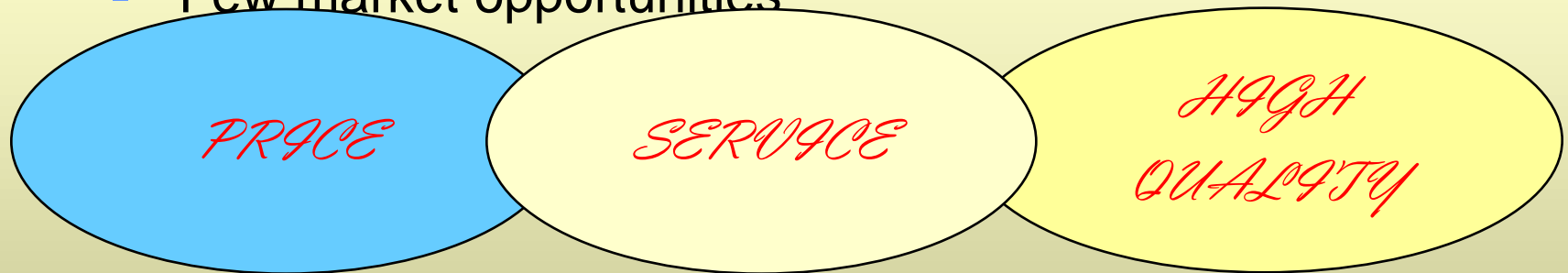
Best Management Practices for Sustainable Tourism Operations

Economic: Policies and Planning



What are the challenges of a business?

- No differentiation among products and services
- High production costs and low selling prices
- Increase of competition
- No experience or untrained staff
- High personnel rotation
- Few market opportunities





Importance of Policies and Programs

- Having written policies and programs is the base to execute and monitor the BMP
- The absence of them is the main reason why some business does not achieve certification
- They guarantee that our plans and projects are outlined and structured
- There's no need of electronic controls, you might keep them handed-written



Written Registrations

- Mission
- Vision
- Sustainability Policy
- Waste Management Program
- Energy Saving Program
- Water Saving Program
- Activities which you support: conservation, education, community development, beach cleaning, etc.
- Registration Forms: Water and energy consumption, guest registration, purchase orders, etc.



Planning

- First Step: Analyze your current situation
 - Where am I? Where I wanted to be?

- Second Step: Information compilation
 - Is my business what I really expect/want it to be?
 - What is my “ideal” of success and sustainability? (Mission and Vision)

- Third Step: Define, organize and plan your BMP strategy
 - What am I going to do?
 - Who will be in charge of the implementation?
 - When it will be implemented and how much it's going to cost?



Basic Elements of a Planning Process

- *Goals and Objectives: next steps*
- *Strategies: how*
- *Responsible: who*
- *Schedule: when*
- *Budget: costs*



*Best Practices For Sustainable Tourism:
A Guide for Small and Medium Enterprises*

Theme 1 Environmental

- 1.1. Water
- 1.2. Energy
- 1.3. Flora and Fauna
- 1.4 Natural Areas and Conservation
- 1.5 Green and Garden Areas
- 1.6 Solid Waste
- 1.7 Contamination
- 1.8 Environmental Education

Theme 2 Socio-cultural

- 2.1 Cultural Activities
- 2.2 Local Development Contributions
- 2.3 Historical Protection - Cultural
- 2.4 Respect Cultures and Local Community

Theme 3 Economic

- 3.1 Policies y Planning
- 3.2 Administration
- 3.3 Rules and Regulations
- 3.4 Quality
- 3.5 Marketing and Communication
- 3.6 Personnel Training
- 3.7 Construction and Design
- 3.8 Safety and Security
- 3.9 SupplierMonitoring s and Providers
- 3.10 and Corrective Actions



What do we achieve with BMP?

- To show to our clients the improvement of social, environmental, cultural, economic and quality performance. It Helps build a differentiated product and creates a better image of our business.
- To contribute, with future generations, showing them creative ways and irrefutable answers to preserve the world resources.

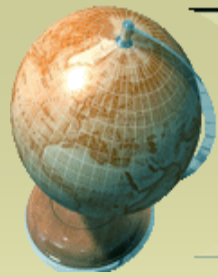


Why Apply BMP?

Because of the need to be more efficient, responsible and competitive in the following areas:

- Use of water and energy
- Adequate use of chemicals
- Minimum generation of solids
- Qualified personnel with clear directions
- Monitoring and Evaluation Systems
- Responsibility (environment, social, economic)
- Etc., etc., etc....

BECAUSE IT IS DEMANDED



What does the use of Best Management Practices imply?

1. Attitude adjustments
2. Operative changes
3. Changes on the installations of equipments



What does attitude adjustment mean?

Administrators Commitment :

- **To involve personnel**
- **To share with clients**



What does operational changes mean?

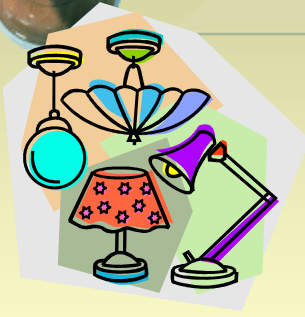
- **Performance at work**
- **Not necessarily the most urgent thing to do is the most important**
- **Do the same things but in different ways**

What does changes in installation of equipment mean?

- **Friendly design**
- **Efficient installations**
- **Cleaner Technology and Production**



Investment with Vision





From Mexico to the Patagonia: Nature and Culture Based Tourism is being Promoted

- ✦ **Guatemala:** "... Maya Spirit"
- ✦ **Belize:** "Catch the Adventure...Belize,
Mother Nature's Best Kept Secret"
- ✦ **Costa Rica:** "No artificial ingredients"
- ✦ **Panama:** "...the path less traveled"
- ✦ **Peru:** "Land of the Inkas"
- ✦ **Ecuador:** "Life at its purest"
- ✦ **Chile:** "Naturaleza que conmueve"
- ✦ **Uruguay:** "A natural country"