

Sustainable Tourism Case Studies

Case studies include:

Florida Department of Environmental Protection

Homestead National Monument – Beatrice, NE

LaCosta – Knoxville, TN

Portland, Oregon

The Proximity Hotel, Greensboro, NC

Tayst – Nashville, TN

Townsend, TN

Travel Green Gatlinburg

Tuscon Reid Park Zoo – Arizona

Vermont's Green Hotels & Environmental Partners

Virginia Beach

Virginia Green



This review of case studies in sustainable tourism was prepared by:

Tennessee Department of Tourist Development
Research Office

312 Rosa L. Parks Blvd.

Nashville, TN 37243

615-741-9004

www.tnsustainabletourism.com

September 20, 2008

Case Studies: Sustainable Certification Programs

Virginia Green

- 🌱 Voluntary certification program to reduce environmental impact of VA's tourism industry. Coordinated by VA Department of Environment, VA Tourism Corporation, and VA Hospitality and Travel Association.
- 🌱 **Goal:** Reduce environmental impacts of tourism industry, increase environmental awareness of the industry and its customers, make the tourism industry more profitable through the use of green practices.
- 🌱 **Benefits to members:** Listed on VA Green website and searchable through VA is for Lovers, VA Green Certificate for display, use of VA Green logo, VA Green profile of facility, increase patronage by environmental groups and environmentally-aware customers, save \$\$\$ through cost savings measures.
- 🌱 **Results!** Assuming these facilities achieve similar results, 100 Virginia Green Lodging facilities should achieve annually: 15 million gallons of reduced water consumption, 100 million lbs. of reduced CO2 emissions, 3500 tons of reduced solid waste generation.

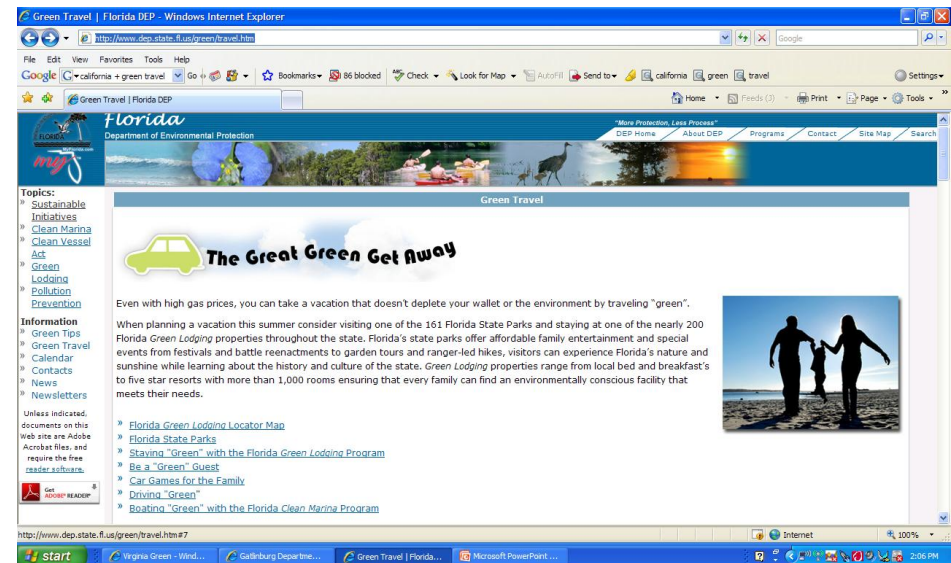
<http://www.virginia.org/green/>



Florida Dept. of Environmental Protection

- 🌱 Voluntary, non-regulatory program that assist Florida's industry and citizens in protecting the environment.
- 🌱 Coordinated by the Florida Dept. of Environmental Protection.
- 🌱 Sustainable Initiatives include: The Clean Marina Program, the Florida *Green Lodging* Program and the Florida Pollution Prevention Program.
- 🌱 **Benefits to members:** on-site assessments, consultations, speakers and workshops, all at no cost to citizens or organizations.
- 🌱 **Goal:** Meet the needs of the present population without compromising resources for future generations.

<http://www.dep.state.fl.us/green/travel.htm>



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Case Studies: Sustainable Destinations

Townsend, TN

- ♻️ Designated as a Preserve America Community.
- ♻️ Blount County is the only “county” in Tennessee to be given this designation.
- ♻️ Destination website offers visitors low impact vacations.
- ♻️ Website ranks #5 in Google search for “low impact vacations.”
- ♻️ **Goal:** Establish a sustainable tourism program focused on Blount County’s heritage and culture.

<http://www.smokymountains.org/attractions/low-impact-vacation.html>



Travel Green Gatlinburg

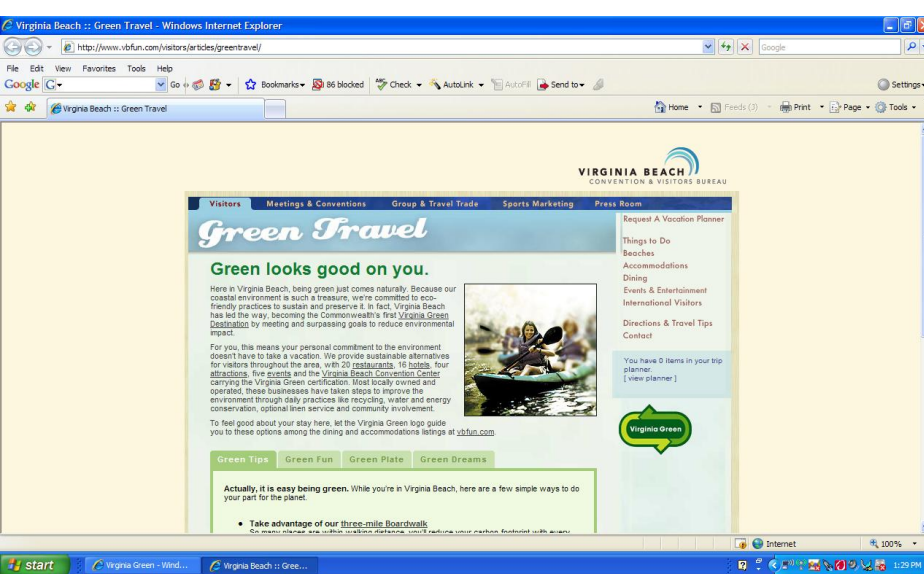
- ♻️ Voluntary program recognizing member businesses committed to continuously improving their operations in order to reduce their environmental impact.
- ♻️ Coordinated by the Gatlinburg Chamber of Commerce.
- ♻️ Program is the product of a group of concerned business owners and citizens of the City of Gatlinburg who are dedicated to keeping Gatlinburg a Great Place to Live, Work and Visit.
- ♻️ **Goal:** Assist members to evaluate their operations, set goals, and take specific actions towards environmental, social, and economic sustainability.
- ♻️ **Benefits:** Participants receive a decal to display to let visitors know that they are taking steps to make Gatlinburg more environmentally friendly, display the “Gatlinburg Goes Green” icon next to their listing on gatlinburg.com, provided with information regarding environmentally friendly products to use in their place of business which should be more economically feasible than over the counter products.



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[Http://www.gatlinburg.com/gatlinburggoesgreen/](http://www.gatlinburg.com/gatlinburggoesgreen/)

Case Studies: Sustainable Destinations



Virginia Beach

- Declared Virginia's first green destination by VA Green in July 2008.
- VA Beach Green Hospitality Team, a grassroots group of local hospitality businesses and organizations, surpassed VA Green's goal to become a green destination.
- Green destination offers 20 restaurants, 16 hotels, 4 attractions, 5 events, and the VB Convention Center - all certified as VA Green participants.
- Destination aggressively pursues conservation efforts with initiatives such as hybrid-electric shuttle buses in the resort area and an oceanfront recycling program.
- Website provides information on what visitors can do for an eco-friendly vacation and guidelines for meeting planners on how to "green" their meeting.
- Goal:** Establish Virginia Beach's hospitality industry as an environmental leader and bring awareness to the Virginia Green statewide program.
<http://www.vbfun.com/visitors/articles/greentravel/>

Portland, Oregon

- Named America's top green city by *Popular Science* magazine.
- Ranks at the top of *Bicycling Magazine* best cycling cities.
- 50% of the city's power comes from renewable sources.
- 25% of the workforce commutes by bike, carpool or public transportation.
- City has the nation's highest percentage of workers who commute by bike – 3.5%.
- 35 buildings certified by the U.S. Green Building Council.
- Portland's Goal:** To be as sustainable a city as possible, that means socially, environmentally, and economically.

<http://www.travelportland.com/visitors/>



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Case Studies: Sustainable Hotels

Vermont's Green Hotels & Env. Partners

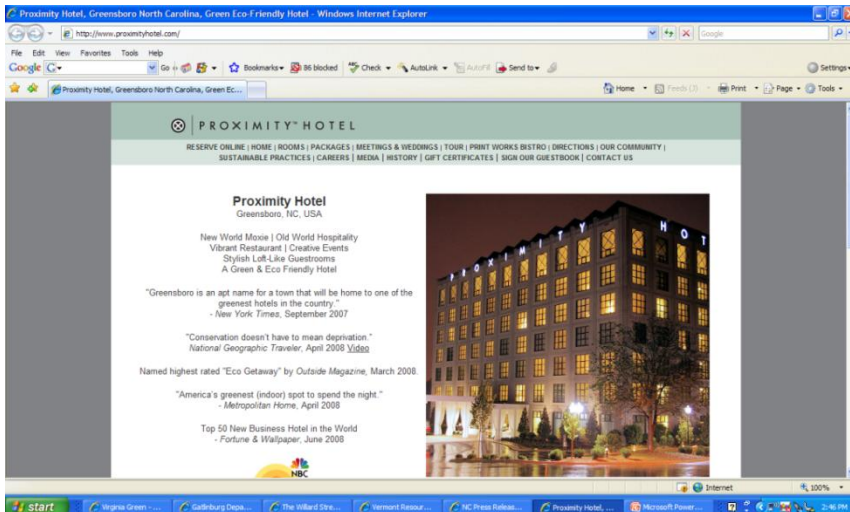
- Voluntary program provides assistance to innkeepers using sound environmental management practices to reduce their impacts on the environment, improve their bottom line and satisfy customer demand for environmentally conscious lodging establishments.
- 64 Green Hotels & 9 VBEP business have joined the program.
- Results!** Saved Gallons of H₂O - 4,774,429; Gallons of Bleach - 2,651; Lbs. Detergent 24,381; KWH 1,470,918; Recycled 413,312 lbs.; Fuel Oil 15,275.
- Benefit to members:** Profit from increased resource efficiency and reduced waste disposal costs, region-wide marketing as an environmental leader, free technical assistance, gain increased marketshare from environmentally conscious guests, develop and strengthen guest loyalty by being involved with "greening" efforts, and peace of mind knowing business is doing its part to preserve the environment.

<http://www.vtgreenhotels.org/index.html>



The Proximity Hotel – Greensboro, NC

- Designated as one of the "greenest" hotels in the country.
- Rated highest "Eco Getaway" by *Outside Magazine*.
- America's greenest (indoor) spot to spend the night by *Metropolitan Home*.
- First hotel in the United States to strive for the highest LEED certification.
- Utilizes sun's energy to heat hot water with 100 solar panels covering the 4,000 sq. ft. of rooftop (enough hot water for 100 homes). This heats around 60% of the water for both the hotel and restaurant.
- Uses 41% less energy than a conventional hotel by using ultra efficient materials and the latest construction technology.
- Connects guests to outdoors by achieving a direct line of sight to the outdoor environment for more than 97% of all regularly occupied spaces.
- Recycled 87% of construction waste, diverting 1,535 tons of debris from landfills.
- Uses regional vendors and artists for materials to reduce transportation and packaging.
- Offers bicycles for guests to ride on the nearby five-mile greenway.



www.tnsustainabletourism.com

<http://www.proximityhotel.com/>

Case Studies: Sustainable Restaurants

La Costa – Knoxville

- City's first green restaurant certified by National Green Restaurant Association.
- Uses local meats and veggies and all organic ingredients.
- Recycles glass, paper, aluminum, plastic, and metal.
- Kitchen waste composted at [Beardsley Community Farm](#).
- Lighting is compact fluorescent lighting.
- Cleaning supplies/chemicals chlorine free, non-caustic, earth friendly.
- 100% Styrofoam-free restaurant: To-go cutlery potato starch based, paper towels from recycled paper products, straws are compostable, to-go boxes recycled paper product, drink cups PLA compostable plastic, to-go coffee cups are recycled paper product and compostable/biodegradable lid.
- Energy efficient, low-flow water consumption, noncaustic chemicals
- Low-flow aerators on sinks to reduce water consumption.

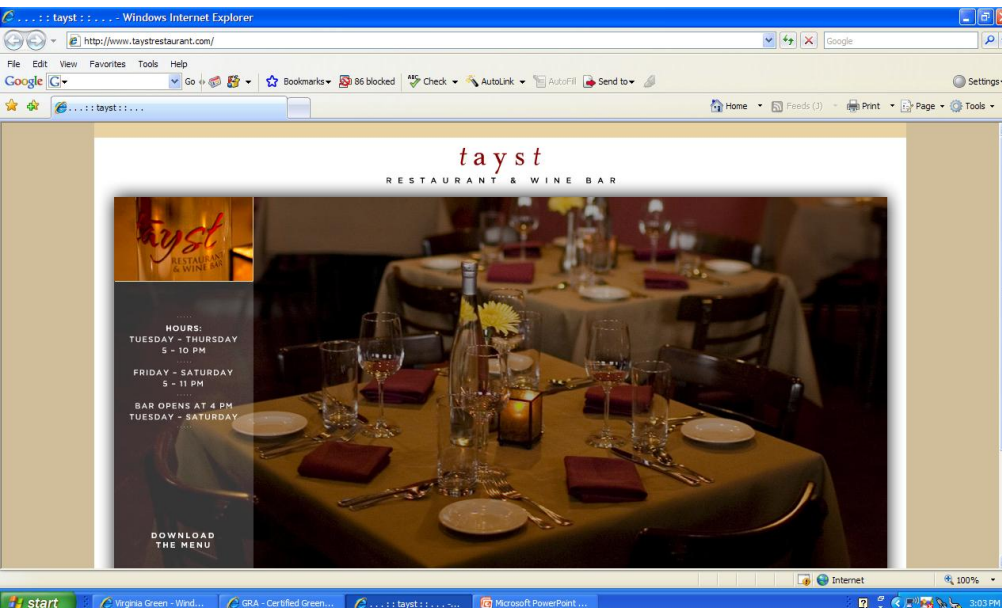
<http://www.lacostaonmarketsquare.com/green/>



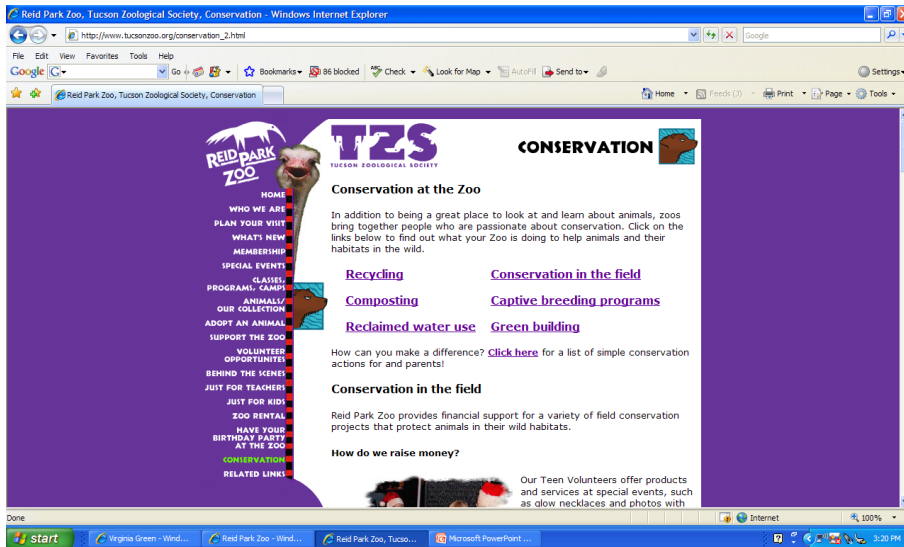
tayst Restaurant & Wine Bar - Nashville

- First and only green certified restaurant in Nashville by Green Restaurant Association.
- Chef and owner - Jeremy Barlow is a staunch advocate of locally grown foods and sustainable practices. There's a reason more restaurants are using local food — it just tastes better.
- All organic or biodynamic wines paired with seasonal spring offerings.
- 100% Styrofoam free restaurant using biodegradable to-go containers.
- Replaced paraffin candles with all-natural beeswax/soy product.
- Installed faucet aerators to reduce water use by 40%.

<http://www.taystrestaurant.com/>



Case Studies: Sustainable Attractions



Tucson's Reid Park Zoo

- Conservation Learning Center LEED Platinum certified.
- First building in Southern Arizona to be Platinum certified, and second in the entire State of Arizona.
- 10,000-sq. ft. Learning Center uses 80% less energy than average building utilizing solar power panels to produce energy for the building.
- Recycled/sustainable construction materials: shade-rich design and orientation; recycled steel beams; polystyrene and poured concrete walls; rammed earth construction; scrap cotton and blue-jeans insulation; clay-based, low-fume and non-toxic paints; FieldTurf artificial grass; Herman Miller sustainable furniture; bamboo cabinetry and corn-based fabrics; eco-friendly carpet; recycled glass countertops.
- Water harvesting: rooftop rainwater harvesting; gray water irrigation from sink water; waterless urinals; pervious concrete (porous design allows stormwater to flow through and recharge groundwater supplies.)

http://www.tucsonzoo.org/conservation_2.html#green_building

Homestead National Monument – Beatrice, NE

- Center focuses on resource conservation.
- Landscaping is all native plant species and buffalo grass, which needs minimal water to survive.
- All trail signs and benches around the center are manufactured from recycled materials, and aluminum and plastic containers can be recycled in bins on site.
- Center's Maintenance Division uses natural or bio-based chemicals, and paper towels and toilet paper are recycled, as are copier and printer paper.
- Hybrid vehicle used for day-to-day operations and all of the center's diesel equipment runs on a bio-diesel blend.
- Homestead's ranger division active in "Kids in Parks" program, which focuses on sustainable issues and the importance of being green.

<http://www.nps.gov/home/heritagecenter.htm>



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Green Tips for Home:

Here are some easy things that you can do, right now, to make a difference, many of which will save you money as well.

- ♻️ **Turn down the heating:** According to the American Council for an Energy Efficient Economy, by turning your home's heating down by 2 degrees in the winter and up by 2 degrees in the summer you can save around 900 kilos of carbon dioxide emissions each year. **Fact:** For each degree that you raise the thermostat on an air-conditioning unit, energy consumption is reduced by 3 percent. Changing from 20 degrees to 25 degrees reduces energy consumption by 15 percent and over a year on average saves 1,000 kilos of CO₂.
- ♻️ **Unplug un-used appliance:** Even when devices are off and the little red lights aren't glowing, they still use electricity. **Fact:** According to the University of Strathclyde in the UK, the average household will use 525 kilowatts per year to keep equipment in stand-by mode.
- ♻️ **Buy energy efficient products:** From fridges and cookers to computers and light bulbs, some energy efficient appliances may be more expensive to buy, but will generally save in energy use and bills in the long run. Compact fluorescent light bulbs use four times less energy, and last eight times longer than incandescent light bulbs.
- ♻️ **Insulate your home properly:** Proper loft insulation and boiler lagging can make a great difference to reducing wasted heat in homes and the amount of energy needed to heat them. Weather-sealed windows are also important, just as much for homes that need air-conditioning as heating. **Fact:** The average American home that has proper weather striped doorways and windows can save 770 kilos of carbon dioxide and \$274 per year.
- ♻️ **Don't wash dishes by hand:** A study by the University of Bonn, in Germany found that a fully loaded dishwasher uses only half the energy and one-sixth of the water than hand washing the identical set of dirty dishes. Choose a plant-based detergent as modern dishwashers use more detergent than hand washing.
- ♻️ **Recycle, reduce, reuse. Fact:** Creating a ton of aluminum cans from scratch takes five times the amount of energy as it would to produce a ton of recycled cans.

Green Tips for the Office:

There are plenty of small steps you can do at work to make a difference.

- ♻️ **Photocopy and print on both sides of the paper:** **Fact:** If an office building of 7,000 workers recycled all of its office paper waste for a year, it would be the equivalent of taking almost 400 cars off the road in terms of CO₂ emissions. (Source: U.S. Environmental Protection Agency)
- ♻️ **Turn off your computer screen when leaving your desk:** If you're going to be away from your desk for more than 15 minutes, you can save more than 50 percent of the energy that would have been consumed by your computer in your absence.
- ♻️ **Encourage environmentally friendly company policies:** Implement a recycling program in your office by providing employees with recycling bins for plastics, paper, cans and glass.