

However, with so many different uses and misuses of the term *ecotourism*, many industry groups have begun to establish guidelines and standards to define ecotourism operations. As with all standards, the goals are to:

- Provide clear definitions,
- Establish measurable criteria,
- Measure and report compliance,
- Promote consistency in use of terminology, and
- Create defined marketing programs.

Once agreement can be reached on terminology and measurements for agreed-upon standards, clarity in meaning and application of ecotourism concepts can be achieved.

## Going Green

As you read the following quote about why hotels are embracing sustainability, think about how other tourism service suppliers might embrace similar actions:

Good for the planet, good for people, good for profit—the trifecta of sustainability explains why boutique hotels to big guns are going green. And it's not just green-washing. Forward-thinking hospitality executives are investing in maintenance

**Table 13.2** Sustainable versus Conventional Lodging Operations

Attribute	Sustainable	Conventional
Host community	Maintain social and cultural diversity while educating and engaging community members in sustainability activities.	Collect and pay taxes.
Project location and design	Build on previously developed land, and design buildings to blend in with natural setting while incorporating energy-efficient features.	Locate and build on a site with beautiful views or outstanding natural attributes.
Building materials and operating supplies	Use natural materials in construction that do not have to be shipped in, and encourage development of local suppliers for operating needs.	Utilize standard designs to minimize construction costs and centralized, low-cost procurement processes.
Transportation	Promote ride sharing and the use of mass transportation, using electric and hybrid vehicles while limiting the use of fossil-fuel vehicles.	Locate without regard to transportation infrastructure.
Staff	Recruit, train, and develop local employees for all positions.	Import skilled labor and hire local unskilled labor for entry-level positions.
Food	Build menus around local cuisine and crops, encourage sustainable farming practices, and purchase from local sources.	Utilize standardized menus based on popularity and centralized purchasing and distribution programs.
Energy	Utilize passive cooling and solar sources, avoid fossil fuels, utilize renewable energy sources, and use energy-efficient appliances and practices.	Utilize available power sources.
Water	Conserve, utilize natural water sources and gray water, capture runoff, desalinate, and avoid chemicals.	Utilize available commercial or community water sources.
Waste management	Reduce, recycle, and dispose of waste so as not to harm the environment.	Utilize available commercial or community waste management facilities.
Marketing	Provide information on the benefits of sustainability practices and encourage respect for the environment.	Utilize all available marketing channels to increase visitor traffic and occupancy rates for maximum profitability.