

makeovers, system overhauls, and new green-from-the-ground-up construction. They're choosing renewable materials and earth-friendly supplies, energy-efficient technologies, and management practices that reduce environmental impacts (p. 24).<sup>38</sup>

Possibly the greatest benefit of ecotourism has been the transfer of the ecotourism philosophy to the preservation of many practices that support mass tourism markets. One simple starting point that is often adopted for identifying sustainable practices is the promotion of the four Rs: Reuse, Recycle, Reduce, and buy Recycled products. Imagine all of the waste that can be generated in a traditional lodging facility. Hoteliers have found that conserving resources is good for their profit and also good for their image. While the initial choice to reduce waste may come from saving money or complying with government regulations, there is increased demand from tourists for businesses to follow sustainable practices. Table 13.2 outlines differences in lodging operations between sustainable and conventional properties. Individuals are increasingly realizing that their consumption choices directly influence the environment and have put pressure on hotels to follow the same waste reduction strategies that they have adopted in their own homes.<sup>39</sup>

As the chapter opener demonstrates, even Tyla faced this same dilemma as the decisions about what she and her staff could do to reach her dream of sustainability covered a broad continuum of decisions. These decisions ranged from relatively inexpensive and easy-to-implement changes to costly, time-consuming, and complex actions. What should be apparent as we begin to explore sustainability in the context of travel and tourism is that it is a concept that is still developing.

To sustain the viability of destinations, ecotechniques, developed under the philosophy of ecotourism, are now being used by tourism suppliers to sustain the positive benefits of tourism and reduce and minimize the negative effects it can have on destinations and host communities. In addition, more destination decision makers

## TOURISM IN ACTION

### THE KING PACIFIC LODGE

The King Pacific Lodge, a 17-room super-luxury barge resort, is towed from Prince Rupert to Prince Royal Island each spring. This uninhabited British Columbian archipelago creates a perfect starting point for wilderness hiking and fishing for affluent guests who want the best of everything. Operating in this pristine location has made owner Hideo Morita keenly aware of his resort's potential for environmental impacts. In an effort to preserve the environment the resort calls home, Mr. Morita pledged to reduce the resort's carbon dioxide emissions by 50% by the year 2012. The result of those efforts is a carbon-neutral vacation.

This will be no easy task, as guests reach the lodge in chartered float planes and have the use of a helicopter and a fleet of a dozen high-powered fishing boats. In addition, the resort relies on two 110-kilowatt diesel generators for power.

As a start toward reducing carbon emissions, the all-electric kitchen was converted to use propane as fuel; hot water temperatures were lowered 13 degrees; governors were installed on outboard motors to reduce fuel consumption; and restrictions were placed on boats as to the minimum numbers of passengers required before they can leave the dock. In addition to fishing, guests can enjoy hikes through the surrounding forests on trails that have been created not by humans but by the local wildlife.

Even the chef has been asked to make sacrifices. He can no longer fly in fresh organic vegetables each week to produce stocks from scratch. Now he must bring aboard stock at the start of the season and keep it in the freezer.

How have guests who are accustomed to getting what they want no matter what the price reacted? According to Mr. Morita, "It's a concern. We're asking our guests to make those sacrifices in hopes that a little bit will do a lot for us. But I can't guarantee that all of the guests will understand that."

*Source:* Based on The carbon-neutral vacation. (2002, July 28–29). *Wall Street Journal*, pp. P1, P4–P5 and Jun, A. (2012, Autumn). King Pacific Lodge, Nature's course. *Montecristo Magazine*. Available at: <http://montecristomagazine.com/magazine/autumn-2012/king-pacific-lodge>.