

A quick inventory revealed that many standard practices such as energy and water conservation were in use throughout the chain, but it also revealed that each of the general managers had different ideas about what it meant to run a sustainable operation. These differences appeared to be the most pronounced between those managers who were located in resort settings as opposed to those who were located in major metropolitan areas. What soon became apparent was that there was no organization-wide sustainability program.

Having been charged with developing a marketing plan to showcase and promote the sustainable posture

of the chain, it was time to make a decision. It seemed as though most competitors were using terms like *green*, *sustainable*, *earth-friendly*, and *environmentally friendly* in their advertising and publicity programs; so why not take the same tack for Xanadeaux, and let practice catch up with reality in the future? Because most of the properties already had programs in place to reduce waste, conserve energy, and recycle whenever possible, wasn't Xanadeaux in fact embracing sustainability? Or would they be committing a sin of greenwashing to include such statements in their marketing?

Net Tour

To get you started on exploring Internet links for this chapter, please see:

www.ecotourism.org
www.ecotourism.org.au
www.ec3global.com
www.dep.state.fl.us/greenlodging/
www.sustainabletourisonline.com/default.aspx

www.seacanoet.net/
www.dundeparkacademy.com/
new.gstcouncil.org/
www.myfootprint.org/
www.travelgreen.org/
www.woof.net

Discussion Questions

1. When can tourism be too much of a good thing?
2. What are the major principles of ecotourism?
3. Why is it important to establish standards for the use of terms such as *eco*?
4. How can hotel and resort operators create sustainable practices?
5. What benefits may be achieved by a host community through the use of ecotourism practices?
6. How can destinations move from mass tourism to sustainable tourism practices?

Applying the Concepts

1. Interview a travel agent about the ecotraveler market segment. How many of his or her clients would be part of this segment? What destinations does he or she consider ecotourism destinations? Collect information on one of these destinations to bring to class.
2. Based on the descriptions of ecotourists that range from hard to soft, how would you describe yourself? Provide examples of travel activities you would enjoy that fit your description.
3. Make an appointment to visit a local hotel or resort. Using the information presented in Table 13.2, "Sustainable versus Conventional Lodging Operations," classify how the property measures up.
4. Identify a tourism business (e.g., attraction, resort, retail) that features sustainability in its operation. List all the activities and actions being taken that illustrate its effort in achieving and maintaining sustainability.
5. Antarctica is an once-in-a-lifetime dream destination for many adventurous travelers. Search for information on the types of cruise and package that take those brave souls to the southern tip of the earth. Are those cruises and packages eco-friendly? Would visits impact the ecological system and environment in Antarctica? Should people visit Antarctica at all? Would you? Why or why not?

Glossary

Ecotourism (also called ecological tourism) A form of tourism that focuses on environmental and cultural preservation.

Ecotourists Leisure travelers who prefer to visit less popular, more primitive destinations.

Ecotravelers Travelers who visit sensitive, natural, and cultural environments to observe and learn about a very

different culture and environment and participate in low-impact sports activities.

Geotourism Tourism that sustains or enhances the geographic character of the place being visited, including its environment, culture, aesthetics, heritage, and the well-being of its residents.