



TST 3106

Sustainable Tourism

Tutorial Presentation

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Tutorial Question

Critically assess the implementation of the principles of Sustainable Tourism in a chosen destination.

**Destination: Yellowstone National Park,
United States of America
North America**



Content Outline

- Definition of terms and concepts
- Principles of Sustainable Tourism
- Tourism in Yellowstone National Park
- Assessment of the Destination
- Conclusion



Sustainable Development- A corner Stone

- Sustainable development is development that meets the needs of the present generation without compromising the ability of the future generation to meet their own needs (WCED,1987).
- Overall sustainability involves 3 essential concepts: environmental sustainability, economic sustainability, and social sustainability (Huang, 2011).



Sustainable Tourism (ST)

- ST is a complex and evolving concept.
- Meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is conceived as leading to 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. (UNWTO, 2002).



Sustainable Tourism

- It is vital that any definition of sustainable tourism emphasizes the environment, social, and economic elements of the tourism system (Swarbrooke, 1999).
- Sustainable tourism is rooted in the concept of Sustainable Development.



Sustainable Tourism

- All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations (UNWTO (n,d) in Global Code of Ethics for Tourism).



Aims and Principles of ST

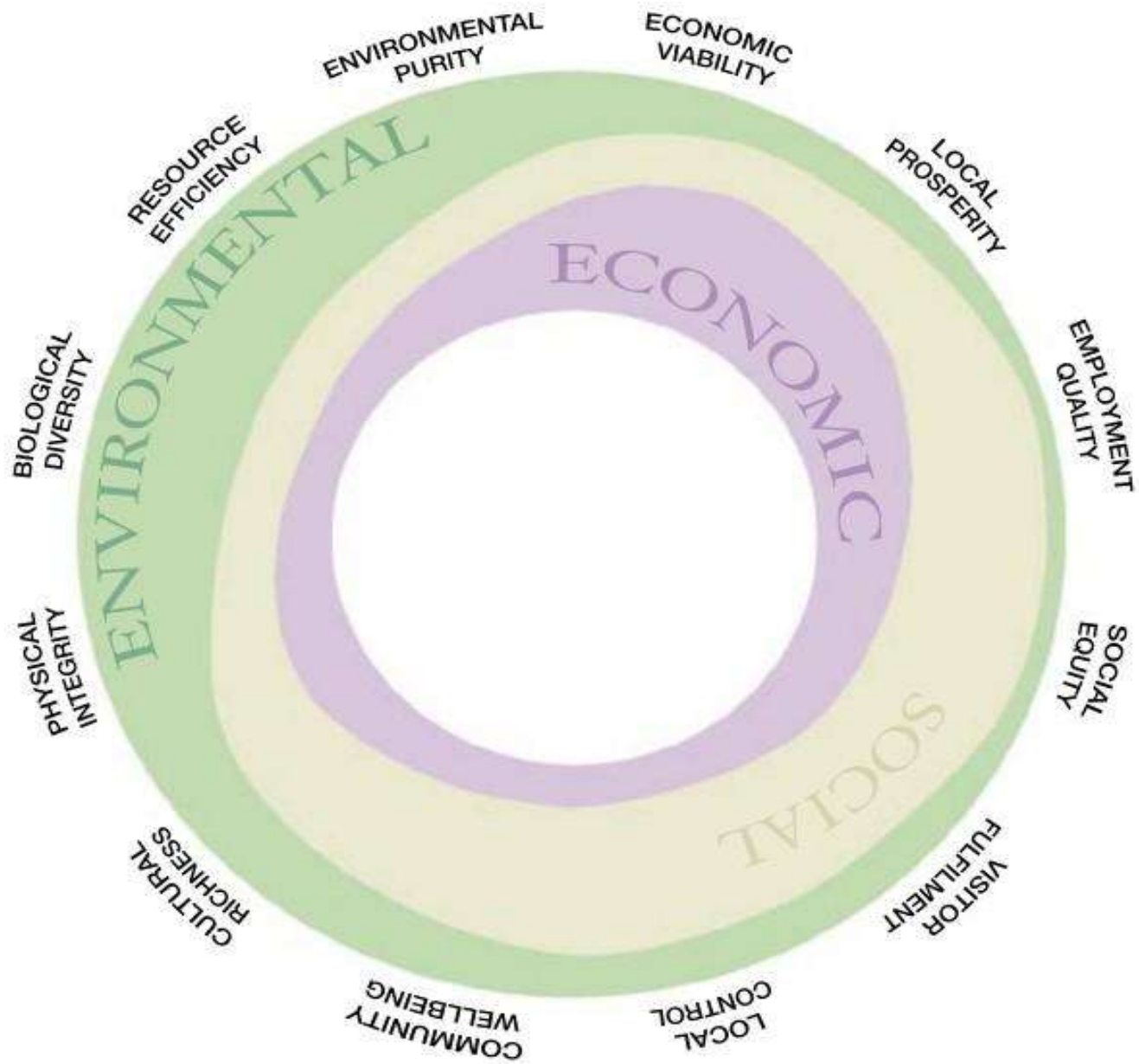
- Minimize the negative impacts of tourist industry in terms of environment, social-cultural and economic aspects;
- Maximize the positive contribution from tourist industry, and enlarging the benefits for local residents and visitors, protecting natural resources and cultural heritages.



Sustainable Tourism Principles

- **Economic viability**
- **Local Prosperity**
- **Employment Quality**
- **Social equity**
- **Visitor fulfillment**
- **Local control**
- **Community well-being**
- **Cultural richness**
- **Physical integrity**
- **Biological diversity**
- **Resource efficiency**
- **Environmental purity**





Principles of Sustainable Tourism

- Enhance the well-being of communities.
- Support the protection of the natural and cultural environment.
- Recognize product quality and tourists' satisfaction and
- Apply adaptive management and monitoring.
(UNESCO & UNEP, n.d.)



Sustainable Tourism

- It is important to note that different stakeholders involved in the tourism business are responsible for the implementation of different parts of the principles. Governments, tourism businesses, local communities, NGOs and the tourists can all contribute to make tourism more sustainable. In order to achieve the goals of sustainable tourism, the different actors should cooperate and stimulate each other to put the principles into practice.



Yellowstone National Park

- The vast natural forest of Yellowstone National Park covers nearly 9,000 km² ; 96% of the park lies in Wyoming, 3% in Montana and 1% in Idaho.
- Yellowstone contains half of all the world's known geothermal features.
- Established in 1872, Yellowstone is equally known for its numerous wildlife.
- Yellowstone still serves as a global resource conservation and tourism model for public and management. (US National Park Service, 2014).



Yellowstone National Park- A Popular Destination

- Contains extraordinary scenic treasures including the world's largest collection of geysers, the Grand Canyon of the Yellowstone River, numerous waterfalls, and great herds of wildlife .
- The park is one of the few remaining intact large ecosystems in the northern temperate zone of the earth.
- One of North America's foremost refuges for rare plant and animal species and also functions as a model for ecosystem processes.





YNP and Sustainable Tourism

- Collaborates with the public and private partners to promote sustainable tourism and apply its principles in the present sectors.
- Partners include: National Park Service, Delaware North Companies, Xanterra Parks & Lodges, government agencies, Yellowstone Park Service Stations, The Yellowstone Association.



Implementation of Sustainable Principles

Solid Waste Management & Recycling-:

- ✓ Diverted 73% of waste from disposal in landfill by composting, reuse, and recycling programs
- ✓ recycled or reused over 2 million pounds of waste.
- ✓ Recycles all used automotive batteries, tires, Freon, antifreeze and paint solvents in vehicle and building maintenance operations.
- ✓ Reuses cardboard boxes and packing materials for mail orders and deliveries whenever possible.
- ✓ Reuses old laundry bins for transporting recycling materials at locations.



Implementing Sustainable principles

- ✓ Recycles approximately 10,000 gallons of cooking oil and grease annually.
- ✓ In 2011, we were able to donate 141,000 pounds of used mattresses and 37,000 pounds in linens to non-profits and businesses.
- ✓ Began recycling pillows and CD/DVDs in 2009.
- ✓ Recycles all electronic waste; 2011 amount was nearly 10,000 pounds. In 2008, we also instituted a consumer-electronics recycling program for employees.
- ✓ Produces recycled picnic tables. Each table contains 3,750 recycled glass bottles, totaling 1,500 pounds of recycled glass per table.



Implementing the Principles

Transportation and Energy:

- ✓ To assist with conserving fuel and transportation management, employees now complete a mileage log for all trips in company vehicles.
- ✓ Purchases new vehicles at the most fuel-efficient in their category according to the DOE website.
- ✓ Leases 50 new four-stroke snowmobiles that are 65% more fuel-efficient, result in reduced hydrocarbon emissions and are much quieter than two-stroke engines.

Implementing the Principles

- ✓ Yellowstone has included the purchase of Renewable Energy Credits (RECs) in their environmental portfolio. For 2011, YNP purchased 5,300,000 kilowatt hours (kWh) of American Wind from Renewable Choice Energy.
- ✓ Upgraded Mammoth Dining room lights with 330 LED lights from Eco-Story, which will save 86,000 kwh and reduce greenhouse gas emissions by an estimated 67 tons annually.
- ✓ Rebuilds vehicles, thereby reducing the need for natural resources and energy to generate new vehicles.



Implementing the Principles

Other salient practices:

- ✓ Replaces towels and linens in guest rooms after three days to reduce water and detergent use unless visitors request more frequent replacement.
- ✓ In 2008, Xanterra's engineering department designed, tested, and implemented equipment that allows 10,000 gallons of cooking oil generated from food service to be injected directly into the boiler system for fuel. This project achieves significant environmental gains, most notably by reducing annual carbon dioxide emissions by 223,800 pounds from the replacement of 10,000 gallons of diesel fuel with cooking oil.



Concessioners and Sustainability

In 2013, the the YNP Lodges used:

- ✓ 9% Less water
- ✓ 12 % less electricity
- ✓ 60% Less landfill waste
- ✓ 34% of food sourced from sustainable producers.



Concessioners and Sustainability

- ✓ Xanterra operates 34 Restaurants that strive to support local farms, ranches, fisheries, and breweries. This enables economic sustainability of local businesses.
- ✓ The Mammoth Dining Room -Xanterra's first certified green restaurant. To achieve this designation, they excelled in the areas of sustainable energy, food, water, waste, disposables, furnishings and building materials, chemical safety, and pollution reduction.





SOURCE: Xanterra Parks&Lodges

Icon Key:



Recycling



Sustainable Food



Sustainable Retail



Tire Inflation



Water Filling Station

Implementation by Concessioners

- Delaware North Companies: GreenPath program focuses on reducing environmental impacts in Yellowstone.
- In 2012 DNC was awarded the Montana State EcoStar Award for pollution prevention efforts for the fifth consecutive year.
- Medcor: In 2012 Medcor has improved and grown its sustainability program, while maintaining quality medical care for both visitors and employees.



Implementation by Concessioners

- Yellowstone Park Service Stations (YPSS):YPSS has taken the initiative to design a new bear proof recycle and trash bin currently being tested at West Yellowstone's Grizzly Bear Recovery Center.
- The Yellowstone Association: As the park's official partner in education, YA strives to inspire, educate, and preserve the natural wonder that is Yellowstone National Park.



Certification and Awards

- Green Seal™ Lodging Bronze-level Certification of Lake Yellowstone Hotel, 2014 .
- Yellowstone's environmental management system has achieved ISO 14001 certification since 2004
- EPA Energy Star Partner, 2003
- Trip Advisor GreenLeaders Gold Level: Old Faithful Snow Lodge; Mammoth Hot Springs Hotel and Cabins; Grant Village; Lake Yellowstone Hotel .
- TIA Odyssey Awards, Geotourism Award for Sustaining the Environment of a Place, National Geographic Traveler, 2007 .



Conclusion

- YNP has, in partnership with concessioners and stakeholders has shown efforts in implementing sustainable principles to achieve sustainable tourism. As Yellowstone continues to integrate sustainable projects and reporting into normal operating procedures and projects, employees, partners and visitors will more clearly see what actions the park is taking to improve sustainability efforts.



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Thank you for Listening!

