

STATE OF SUSTAINABLE TOURISM IN MINNESOTA

2013 INITIAL ASSESSMENT OF WATER & ENERGY PRACTICES



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What?

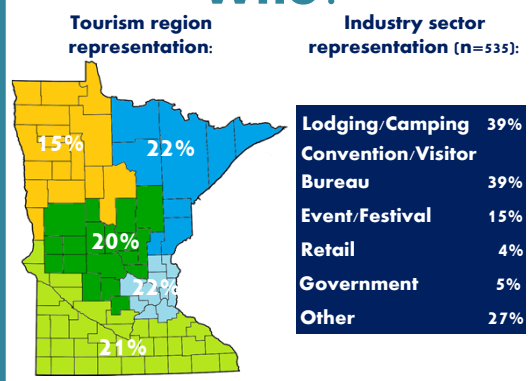
This study identifies the status of sustainable tourism practices among MN tourism industry organizations & if/what changes have occurred since 2007.

Tourism is an \$11.9 billion industry in Minnesota and supports almost 240,000 jobs (Explore Minnesota, 2013).

Sustainable tourism **"takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"** (WTO 2005).

Building knowledge about the current state of sustainable tourism in Minnesota will provide information to effectively: design and distribute needed resources, identify where opportunities lie to improve sustainable practices, and identify barriers to sustainable practice implementation.

Who?



How?

Sample: 3540 recipients in Explore Minnesota Tourism's database, including lodging, camping, events/festivals, retail, & government sectors.

Questionnaire: Developed in cooperation with Explore Minnesota Tourism to assess current actions in the areas of energy, water, air, waste, landscaping, & purchasing related to sustainability. It included questions concerning attitudes regarding the benefits & barriers to implementing these practices.

Administration: March 2013 the survey was sent out electronically via SurveyMonkey using a modified Dillman et al. (2009) technique. Of the viable sample (3420), 16% responded (n=535) & 61% completed the questionnaire (n=354).

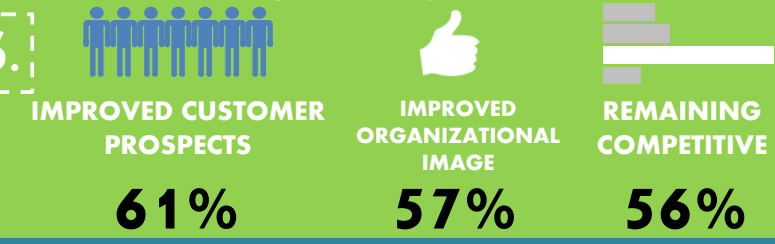
BARRIERS

Most frequently cited difficulties in the adoption of sustainable tourism practices (% agree):

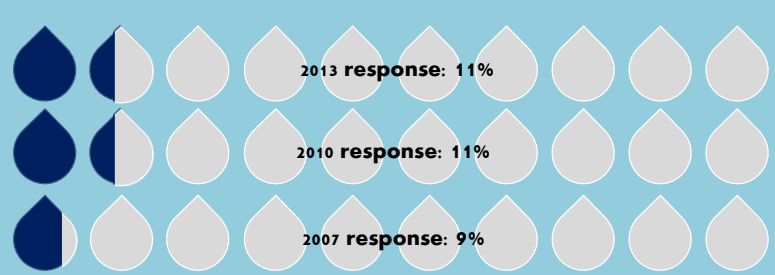


BENEFITS

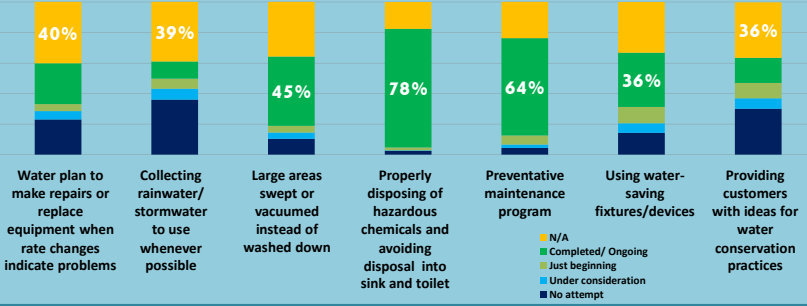
Most frequently cited positives in the adoption of sustainable tourism practices (% agree):



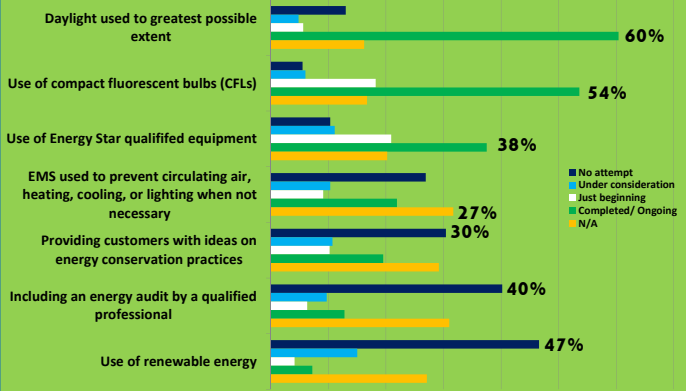
11% of 2013 respondents reported Completed/Ongoing for collecting rainwater or stormwater



WATER CONSERVATION



ENERGY EFFICIENCY



54%
Completed/Ongoing use of CFLs

Comparison of most and least frequently implemented energy actions across the years:

