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TOURISM CENTER

State of Sustainable Tourism in Minnesota: Changes from 2007-2013

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EXECUTIVE SUMMARY

In response to legislative requests in 2007, the University of Minnesota Tourism Center partnered with Explore Minnesota Tourism (EMT), the state tourism promotion office, to conduct an online survey about sustainable practices. As an ongoing effort, the partnership conducted the same survey in 2010 and again in 2013. Each survey asked about perceived benefits and difficulties of adopting sustainable practices and the state of implementing sustainable practices in six areas: energy efficiency, waste minimization, environmental purchasing, air quality, water conservation, and landscaping/wildlife. Respondents also indicated: their gender, their industry sector, their Minnesota tourism region, number of years working in the industry and for the current employer, the likelihood of participating in green travel certification programs, and preferred ways of receiving information about sustainable tourism.

Methods

An online questionnaire was developed based on past research, reviewed by EMT and University partners, and then distributed to the database of tourism entities maintained by EMT using online platforms. Respondents were not the same across the three questionnaires but came from the same database maintained by EMT. The response rate for 2007, 2010 and 2013 was 26 percent, 22 percent, and 16 percent respectively, and the completion rate was 19 percent, 17 percent, and 12 percent respectively. Data were downloaded from the online survey platforms into SPSS (version 21.0) format, and then checked and analyzed. Completed questionnaires were included in data analysis. To assess changes over time, data from the three questionnaires were merged to create a single file and analyzed.

Results

***Perceived benefits and difficulties to adopt sustainable practices*:** Of the six benefits assessed over the years, respondents agreed the most with three potential benefits of adopting sustainable practices: attracting new clientele, improved customer perceptions, and improved organizational image. Consistently the least agreed-upon benefit was economic savings. Of the eight difficulties assessed over the years, respondents consistently perceived initial financial cost as the greatest difficulty in adopting sustainable practices, followed closely by time and energy. Respondents did not perceive customer or staff opposition as difficulties to adopt sustainable practices.

Since 2007, there have been significant changes in levels of agreement with two of the six benefits to adopt sustainable practices. Respondents were less likely to agree that improved organizational image was a benefit in 2010 than in 2007. Meanwhile, respondents were more likely to agree that increased environmental protection was a benefit in 2013 than in 2010. Of the eight difficulties assessed, respondents agreed less that lack of information and lack of interest within the consumer base were difficulties in 2013 than in 2007.

***Likelihood of participating in certification related to green travel*:** In both 2010 and 2013, respondents indicated greater likelihood of participating in self-certification related to green travel than in third-party certification. There was a small but significant increase in the likelihood of participating in both types of certification from 2010 to 2013. However, overall likelihood of participating in either type of certification landed between likely and unlikely.

***Sustainable practice implementation*:** Based on the number of practices implemented within a category across all three surveys, the areas of sustainable practices furthest along in implementation are environmental purchasing and landscaping/wildlife. Specifically, the implementation rate for seven of the 11 environmental purchasing practices has been at least 70 percent: buying products locally, buying reusable and durable products, favoring durable and repairable equipment, practicing

social responsibility without discrimination, employing local residents, paying a fair wage, and providing literature that promotes local businesses. Five of the 10 landscaping/wildlife practices measured have also been implemented by at least 70 percent of the respondents: facility design and construction reflecting natural surroundings, retaining native vegetation, controlling noise, irrigation watering in early morning or at night, and doing wildlife observation from a remote distance.

The areas with fewer specific practices fully implemented include energy efficiency, water conservation, and waste minimization. Only one of the six water conservation practices (properly disposing of hazardous chemicals), one of the eight waste minimization practices (safely storing chemical products), and none of the 11 energy efficiency practices have been fully implemented by more than 70 percent of the respondents.

Over time, significant implementation fluctuations exist in 10 of the 58 practices. There were significant increases in using compact fluorescent light bulbs and using Energy Star equipment from 2007 to 2013. There was a significant increase in purchasing fair trade products from 2007 to 2010, but a decrease from 2010 to 2013 – almost back to the 2007 level. For providing recycling receptacles, having a recycling program, and buying products that contain recycled materials, there were slight decreases from 2007 to 2010, and then significant increases from 2010 to 2013 – surpassing the 2007 level.

On the other hand, there were significant decreases from 2007 to 2010 and then small increases from 2010 to 2013 for safely storing chemical products and donating leftover guest amenities and old furniture. Two other waste minimization measures — requiring vendors to take back packaging materials and consulting the U.S. Green Building Council when constructing or remodeling — experienced significant decreases in the level of implementation from 2007 to 2013.

***Ways of receiving information on sustainable tourism*:** When asked to select from among six ways to receive information on sustainable tourism in 2010 and 2013, online reference materials and local workshops were identified most frequently as the best methods in both years. Meanwhile, only about 10 percent of respondents chose a listserv as one of the best ways to receive information on sustainable tourism. From 2010 to 2013, there was a significant decrease in the percentage of respondents who chose the Travel Green webpage as one of the best ways to receive information on sustainable tourism.

***Respondents*:** Across the three survey periods, more respondents came from the lodging/camping sector than any other industry sector. The majority of respondents to each questionnaire had lengthy tenure in the tourism industry, including approximately 30 percent of respondents who had worked in the industry for more than 20 years. Lastly, more female than male respondents completed each of the three questionnaires.

Discussion

Consistently across all three time periods, tourism businesses agreed adopting sustainable practices is important to customers and builds positive image but does not lead to economic savings. Meanwhile, there was a significant decrease in levels of agreement that lack of information and lack of interest within the consumer base are difficulties in adopting sustainable practices. The trend indicates diffusion of information about sustainable practices in the tourism industry and perceived penetration of the sustainability concept in the customer base.

When asked to choose the best ways to receive information on sustainable tourism, the percentage of respondents who chose the Travel Green webpage significantly decreased from 2010 to 2013. To address this, one option is to update the Travel Green website so that it provides the information that tourism businesses in Minnesota are looking for, thus staying relevant and useful. Another

option is to consider alternative delivery forums and sources. Since the Travel Green webpage was introduced, sustainable tourism has experienced significant development. Therefore, reassessing the need for the Travel Green webpage is in order.

There were statistically significant increases in likelihood to participate in green travel certifications from 2010 to 2013. However, in both 2010 and 2013, participation in green travel certifications remained unlikely.

At least nine measures for which implementation had just begun could be further promoted, given the comparatively low cost of implementation for potential positive results. For example, using compact fluorescent light bulbs, an energy efficiency practice, does not require a large amount of financial investment but has potentially large cumulative energy-saving effects. Using daylight to the greatest extent, another energy efficiency practice, could be further promoted by emphasizing its benefit of saving operational costs.

Emphasizing operational cost savings could also encourage facilitation of an environmental purchasing practice — minimizing the amount of paper used. Donating leftover guest amenities and old furniture, as well as requiring vendors to take back packaging materials are two waste minimization practices involving recycling that need more implementation in the tourism industry. In recent years, a growing number of festivals and events have become "zero-waste" events. One possibility is applying the zero-waste, or low-waste, concept to other sectors in the tourism industry.

In the area of air quality, the opportunity lies in further implementing the use of environmentally responsible cleaners. One way to encourage further implementation is to provide information on bulk purchasing of cleaners, which may lower purchasing costs. Bulk purchasing or group buy may also be a method to facilitate the practice of sweeping or vacuuming instead of washing down large areas, a water conservation practice that needs upfront investment in sweeping or vacuuming equipment.

Regarding landscaping/wildlife practices, promoting "Leave No Trace" principles and providing publications on native plants and wildlife are two practices that can be more widely implemented. Both practices involve consumer education, which is a good way to actively engage and further pique the interests of the consumer base in sustainability practices.

Over time, the stage of implementation significantly fluctuated for 10 sustainability practices, i.e., approximately 17 percent of the 58 practices assessed in all three questionnaires. For example, tourism businesses in Minnesota significantly increased energy saving efforts by using compact fluorescent light bulbs and using Energy Star equipment. Tourism businesses also significantly increased their in-house recycling efforts by providing recycling receptacles, having a recycling program, and buying products that contain recycled materials.

Meanwhile, the trend is less positive for donating leftover guest amenities and old furniture, as well as requiring vendors to take back packaging materials. Both practices require extra effort to interact with other organizations, including vendors and entities that accept donations. This may be a reason for decreased implementation. Given the continuous impact of the 2008 financial crisis, it is not surprising that purchasing fair trade products slightly decreased from 2010 to 2013 after a significant increase from 2007 to 2013. However, it is unclear why there was a significant decrease in safely storing chemical products from 2007 to 2010.

The Tourism Center will continue to monitor sustainable practice implementation and share results to advance efficiencies and effectiveness across all sustainability areas. The Center will also be

collaborating with partners in the coming years to understand how implementation of these "low-hanging fruits" compares with other industries and states, as well as how to connect the industry with resources to do so.

INTRODUCTION

Interest in sustainable development across many sectors emerged in the early 1980s. Weaving its way into the tourism sector under a variety of names, sustainable tourism refers to the type of development that meets the needs of present tourist and host regions, while protecting and enhancing opportunities for the future (UNEP & UNWTO, 2005). Three key sustainable tourism principles include: (1) making optimal use of environmental resources, (2) respecting the socio-cultural authenticity of host communities, and (3) ensuring viable and long-term economic operations.

As the idea of sustainable tourism evolved across the globe, the Minnesota tourism industry took note and began tracking attitudes toward and practices related to the concept – also called "green," "eco" and "geo" tourism. Since 2007, the University of Minnesota Tourism Center has partnered with Explore Minnesota Tourism (EMT) to monitor these attitudes and practices through an Internet-based survey. The survey assesses perceived benefits and challenges in implementing sustainable practices, as well as actual implementation of these practices.

The partners first administered the survey in 2007, then in 2010, and again in 2013 (For results from the 2013 survey, see the report entitled "State of Sustainable Tourism in Minnesota 2013"). Since the majority of the questions were asked in all three surveys, it is possible to assess whether the overall level of agreement on the potential benefits and difficulties to adopt sustainable practices has changed and, similarly, whether actual implementation of sustainability practices has changed over time. Additionally, the likelihood of participating in certifications related to green travel and preferred ways of receiving information on sustainable tourism were assessed in both 2010 and 2013. Hence, it is also possible to compare likelihood of participating in green travel certifications and preferred ways of receiving information between 2010 and 2013. This report documents the trends related to sustainable practices in Minnesota from 2007 to 2013 using data from the three questionnaires.

METHODOLOGY

Questionnaire

An online questionnaire was developed based on past research and desired industry information (See the Appendix for a copy of the actual questionnaires). First, to understand the attitude of the tourism industry towards sustainability practices, a series of questions assessed respondents' level of agreement with benefits and difficulties of implementing sustainable practices. Measured on a 5-point Likert scale, these questions asked respondents for their level of agreement with benefits such as "economic savings" and "attracting new clientele" and difficulties such as "initial financial costs" and "external restrictions on operations." Respondents indicated their level of agreement with six benefits and eight difficulties in all three questionnaires.

Second, respondents indicated the likelihood to participate in self- and third-party certification related to green travel for tourism organizations. Third, respondents answered questions about the implementation of sustainability practices in the areas of energy efficiency, waste minimization, environmental purchasing, air quality, water conservation, and landscaping/wildlife. Implementation was measured using a scale where 0 = No Attempt, 1= Under Consideration, 2= Just Beginning, 3= Completed/Ongoing. Respondents were also given the choice of '"Not Applicable." In addition, respondents were asked to identify the best ways to receive information on sustainable tourism, e.g., listserv, in-person workshops, webinars, etc.

For comparison purposes and to assess representativeness, respondents indicated the industry sector they were primarily affiliated with, the Minnesota tourism region in which their tourism organizations were located, the number of years they had worked in the tourism industry and for the current employer, as well as gender. In 2013, questions that assessed respondents' knowledge of invasive plant and aquatic species were included. These findings are reported in a separate document by the Tourism Center.

Approach

Electronic questionnaires were distributed to the database of tourism entities maintained by EMT in March 2007, 2010 and 2013. In March 2007, the questionnaire was sent via Zoomerang (N=2,374). In March 2010 (N=3,418) and 2013 (N=3,550), the questionnaire was sent to the same database of tourism entities via Survey Monkey. Questionnaire recipients were located across the State of Minnesota in lodging, event/festival, retail, convention and visitor bureau, and government sectors. To increase the response rate, the tailored design method was used (Dillman, Smyth, & Christian, 2009). The technique included an electronic preview before the invitation was sent out, a personalized invitation to complete the questionnaire, and a reminder to complete the questionnaire.

Response rate

The number of usable survey responses, response rate, and completion rate for each of the three surveys are presented in Table 1. Given the increase in online questionnaires, the decline in response and completion rates is not unexpected. Still, the number of responses was usable for analysis of interest.

	Usable sample size	Response rate (%)	Completion rate (%)
2007	451	26	19
2010	581	22	17
2013	426	16	12

TABLE 1: Usable sample size and response rates for sustainable tourism questionnaires 2007-2013

Analysis

Survey responses were downloaded from Zoomerang and Survey Monkey into SPSS (version 21.0) format. The data file for each survey was checked and cleaned for consistency. Analysis provided frequencies, means, medians, and standard deviations to describe perceived benefits and difficulties in adopting sustainable practices, as well as likelihood of participating in self- and third-party certification related to green travel. Analysis also provided frequencies and percentages to describe the extent of implementation of various sustainable practices and interest in ways of receiving information on sustainable tourism. If organizations indicated that a practice was "not applicable" to them, their data was not included in analysis.

To perform cross-year comparison, the three data files were merged into one file that includes data from all three surveys. Analysis of Variance (ANOVA) examined changes in perceived benefits and difficulties in adopting sustainable practices across the three surveys. Kruskal-Wallis tests assessed changes in adopting sustainable practices over the years. Moreover, t-tests detected changes in likelihood of participating in green travel certification from 2010 to 2013. Chi-square tests assessed differences in the percentage of respondents choosing each of the six ways of receiving information on sustainable tourism between 2010 and 2013.

RESULTS

Perceived benefits and difficulties of adopting sustainable practices

Perceived benefits: All three questionnaires assessed the level of agreement with six potential benefits of adopting sustainable tourism practices (Figure 1). Over the years, respondents consistently agreed with the potential benefits of attracting new clientele and improved customer perceptions (i.e., with an average of 4 or higher, with 4 representing "agree"), and respondents were most likely to agree with these two benefits compared with the other four. Meanwhile, respondents in all three surveys were least likely to agree that economic savings was a benefit.

Agreement with two benefits, improved organizational image and increased environmental protection, changed significantly over time (Table 2). Specifically, respondents agreed significantly less that improved organizational image was a benefit in 2010 than in 2007. Meanwhile, respondents were significantly more likely to agree that increased environmental protection was a benefit in 2013 than in 2010.

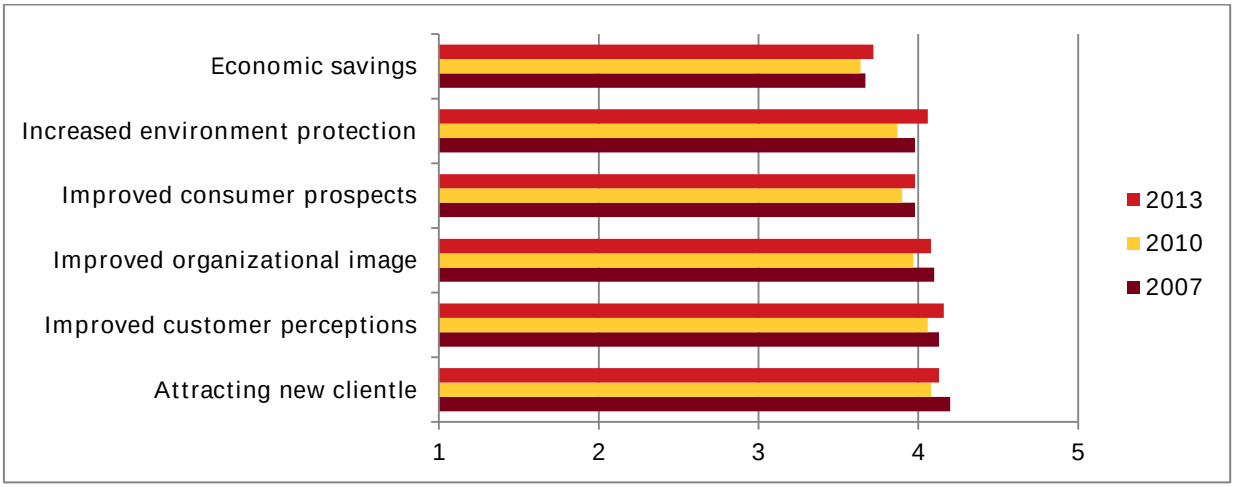

FIG. 1: Average level of agreement with the six benefits to adopt sustainable practices across 2007 (n=451), 2010 (n=581), and 2013 (n=426)

Note: 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Mean (Standard Deviation)[1]			F
	2007	2010	2013	
Attracting new clientele	4.20 (0.79)	4.08 (0.83)	4.13 (0.89)	2.76
Improved customer perceptions	4.13 (0.75)	4.06 (0.79)	4.16 (0.82)	2.09
Improved organizational image	4.10_a (0.77)	3.97_a (0.83)	4.08 (0.82)	3.57*
Improved consumer prospects	3.99 (0.77)	3.90 (0.79)	3.98 (0.80)	2.04
Increased environment protection	3.98 (0.94)	3.87_a (0.97)	4.06_a (0.93)	5.13*
Economic savings	3.67 (0.91)	3.64 (0.90)	3.72 (0.94)	0.90

TABLE 2: Comparison in level of agreement with six benefits to adopt sustainable practices across 2007 (n=451), 2010 (n=581), and 2013 (n=426)

Note: Means with pairing subscripts within rows are significantly different at the $p<0.05$ based on Bonferroni post hoc paired comparisons.
[1]All items rated on a scale where 1=Strongly disagree, 2=Disagree, 3=Neither, 4=Agree, 5=Strongly Agree. Standard deviations appear in parentheses next to means.
*$p<0.05$.

Perceived difficulties: Across the three questionnaires, participants consistently agreed with the difficulties of initial financial costs of implementing sustainable practices as well as time and energy (i.e., with an average of approximately 4, with 4 representing "agree," Figure 2). Meanwhile, respondents agreed the least that customer opposition and staff opposition were difficulties to implement sustainable practices.

Respondents' perceptions that lack of information and lack of interest in the consumer base for sustainable practices decreased significantly from 2007 to 2013 (Table 3).

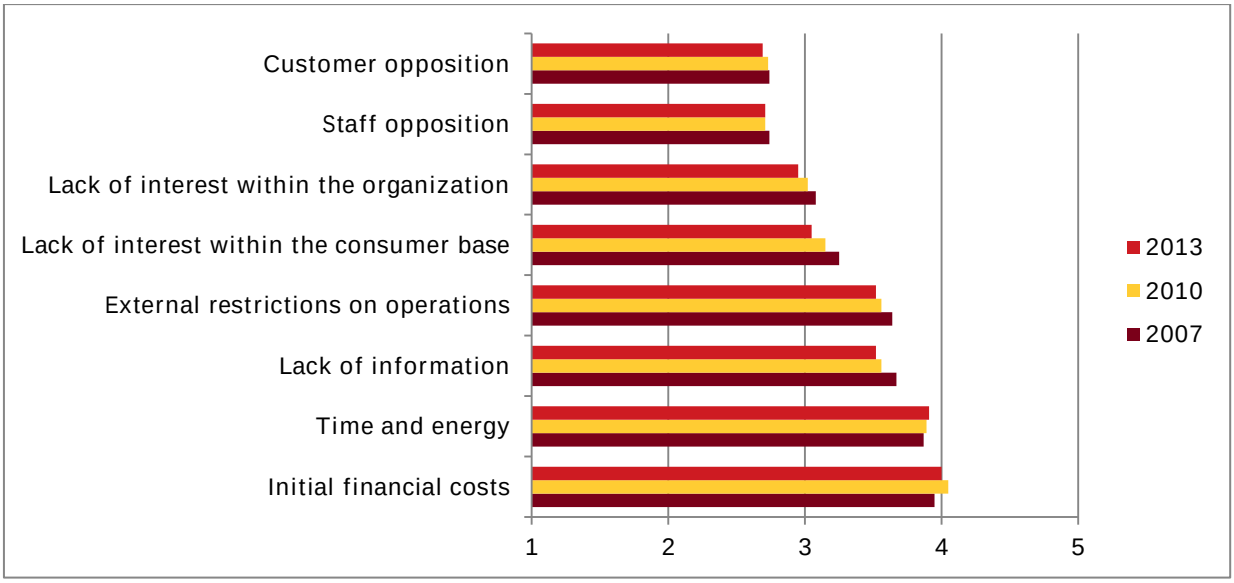

FIG. 2: Average levels of agreement with the eight difficulties to adopt sustainable practices across 2007 (n=451), 2010 (n=581), and 2013 (n=426)

Note: 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree

	Mean (Standard Deviation)[1]			F
	2007	2010	2013	
Initial financial costs	3.95 (0.78)	4.05 (0.77)	4.00 (0.82)	2. 23
Time and energy	3.87 (0.84)	3.89 (0.82)	3.91 (0.86)	0.30
Lack of information	3.67_{a} (0.86)	3.56 (0.92)	3.52_{a} (0.94)	3.34*
External restrictions on operations	3.64 (0.89)	3.56 (0.93)	3.52 (0.97)	2.07
Lack of interest in the concept of sustainability within the consumer base	3.25_{a} (1.00)	3.15 (1.00)	3.05_{a} (0.98)	4.34*
Lack of interest in the concept of sustainability within the organization	3.08 (1.08)	3.02 (1.09)	2.95 (0.97)	1.68
Customer opposition	2.74 (0.95)	2.73 (0.99)	3.69 (0.93)	0.33
Staff opposition	2.74 (0.94)	2.71 (0.96)	2.71 (0.90)	0.13

TABLE 3: Comparison in level of agreement with eight difficulties to adopt sustainable practices across 2007 (n=451), 2010 (n=581), and 2013 (n=426)

Note: Means with pairing subscripts within rows are significantly different at the $p<0.05$ based on Bonferroni post hoc paired comparisons.
[1]All items rated on a scale where 1=Strongly disagree, 2=Disagree, 3=Neither, 4=Agree, 5=Strongly Agree. Standard deviations appear in parentheses next to means.
*$p<0.05$.

Likelihood of participation in self- and third-party certifications related to green travel

Likelihood of participation in self and third-party certifications related to green travel significantly increased from 2010 to 2013 (Table 4). However, both increases were small and, therefore, their meaningfulness is questionable. However, overall likelihood of participating in either type of certification landed between likely and unlikely.

	Mean[1]		t-value
	2010	2013	
Likelihood of participating in self-certification	2.43	2.56	-2.06*
Likelihood of participating in third-party certification	2.18	2.31	-2.11*

TABLE 4: Comparison of likelihood to participate in self- and third-party certifications related to green travel between 2010 (n=581) and 2013 (n=426)

[1]Both items rated on a scale where 1=Very unlikely, 2=Unlikely, 3=Likely, 4=Very likely.
*$p<0.05$.

Sustainability practices

Energy Efficiency: At least 75 percent of respondents had begun or completed using daylight to the greatest possible extent and using compact fluorescent light bulbs during all three survey periods (Figure 3). There were also at least 60 percent of respondents who had begun or completed using Energy Star qualified equipment. On the other hand, more than 50 percent of respondents made no attempt to use renewable energy sources, install window film, replace PTAC units with more efficient heat bump technologies, or include an energy audit in operation schedules.

Changes in using compact fluorescent light bulbs ($\chi^2=41.46$, $p<0.0005$) and using Energy Star qualified equipment ($\chi^2=14.41$, $p<0.005$) were significant, and the trend over time was a continuous increase in these two practices (Table 5).

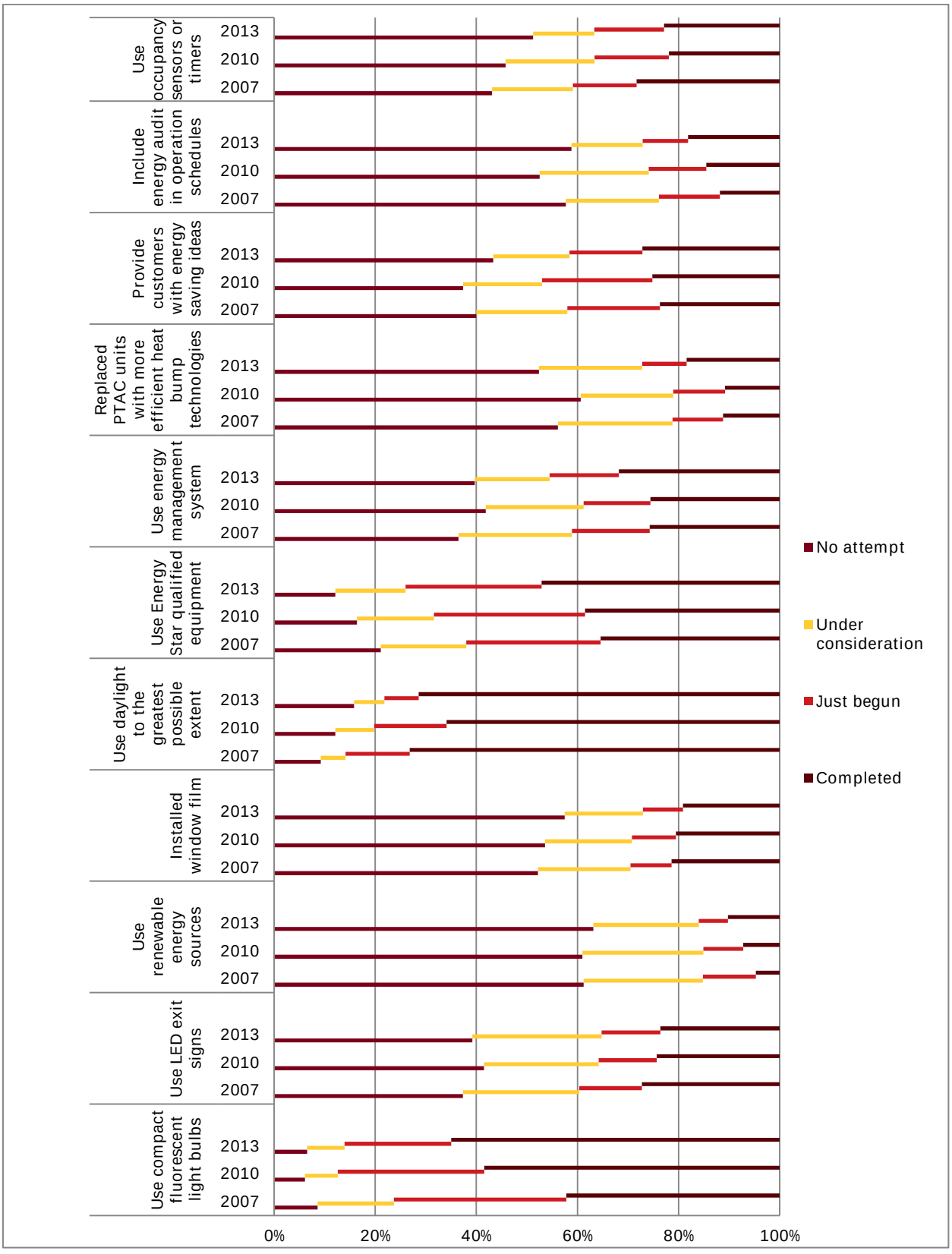

FIG. 3: Stage of implementation of 11 energy efficiency practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Use daylight to the greatest possible extent	626	581	602	5.37
Installed window film	559	552	531	1.58
Use renewable energy sources	540	543	537	0.07
Use Energy Star qualified equipment	539	577	632	14.41*
Provide customers with energy saving ideas	534	555	531	1.44
Use compact fluorescent light bulbs	531	643	672	41.46**
Use occupancy sensors or timers	523	496	481	3.53
Include energy audit in operation schedules	489	515	531	1.84
Use energy management system	471	452	480	2.11
Replaced PTAC units	435	420	463	5.53
Use LED exit signs	377	358	362	1.15

TABLE 5: Change in 11 energy efficiency practices from 2007 (n=384) through 2010 (N=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.
*$p<0.005$, **$p<0.0005$.

Waste Minimization: More than 80 percent of respondents had begun or completed implementing four waste minimization practices in all three survey periods: providing recycling receptacles for staff and customers, having a recycling program, safely storing chemical products, and donating old furniture and the like (Figure 4). On the other hand, more than 55 percent of respondents made no attempt at consulting the U.S. Green Building Council when constructing or remodeling.

Changes in implementing six practices were significant (Table 6). Three practices, providing recycling receptacles ($\chi^2=15.89$, $p<0.0005$), having a recycling program ($\chi^2=7.89$, $p<0.05$), and buying products that contain recycled materials ($\chi^2=11.26$, $p<0.005$), decreased slightly from 2007 to 2010, and then increased significantly from 2010 to 2013, passing the 2007 level. For safely storing chemical products ($\chi^2=6.61$, $p<0.05$) and donating leftover guest amenities and old furniture ($\chi^2=6.61$, $p<0.05$), there was a significant decrease from 2007 to 2010, then a slight increase from 2010 to 2013, but not back to the 2007 level. In terms of consulting the U.S. Green Building Council when constructing or remodeling ($\chi^2=7.54$, $p<0.05$), while no change occurred from 2007 to 2010, there was a significant decrease from 2010 to 2013.

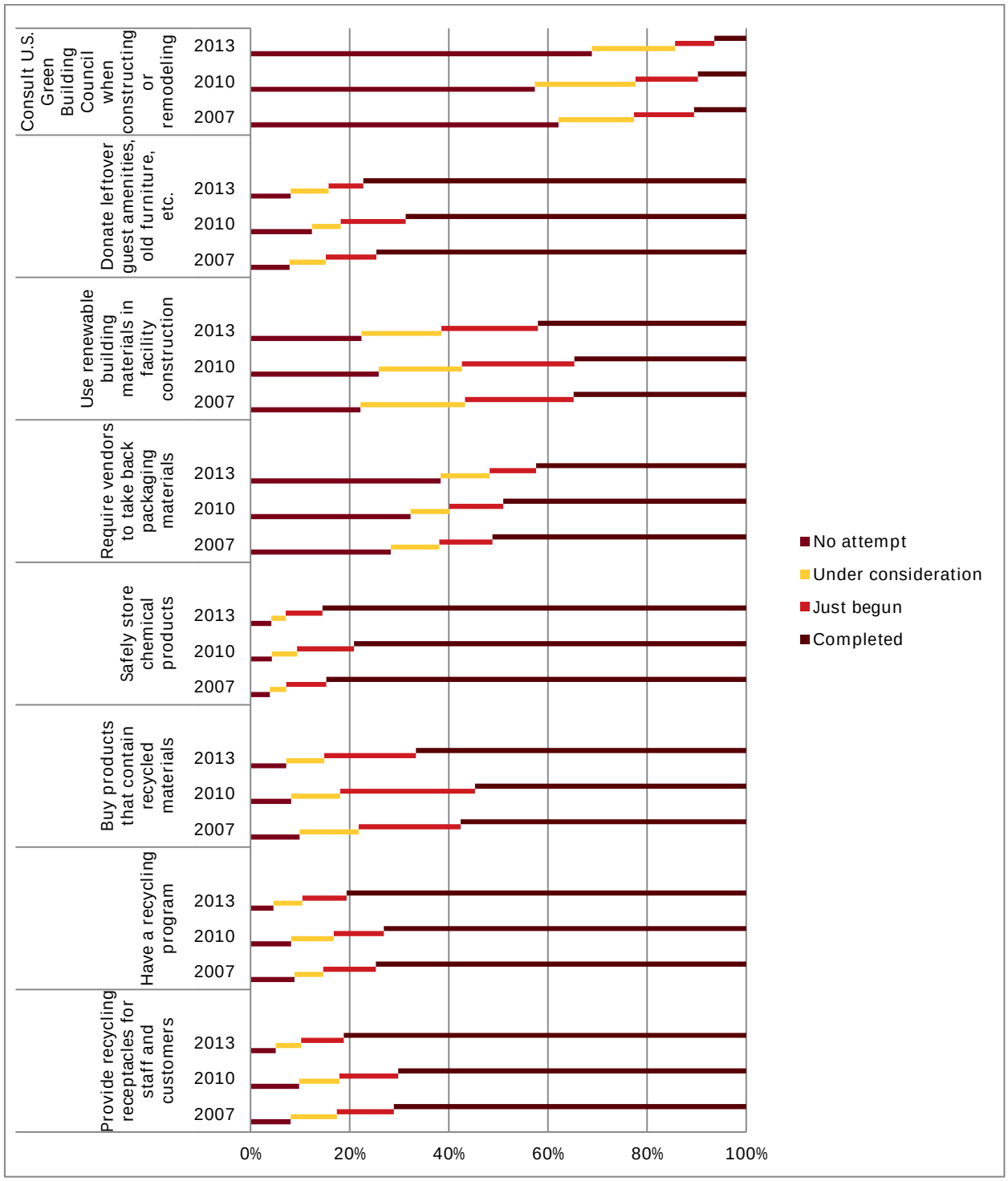

FIG. 4: Stage of implementation of eight waste minimization practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Have a recycling program	656	644	698	7.89*
Buy products that contain recycled materials	640	634	706	11.26**
Provide recycling receptacles for staff and customers	639	630	705	15.89***
Safely store chemical products	592	560	596	6.61*
Donate leftover guest amenities, old furniture, etc.	523	491	534	6.61*
Use renewable building materials in facility construction	422	416	447	2.39
Consult U.S. Green Building Council when constructing or remodeling	406	421	372	7.54*
Require vendors to take back packaging materials	349	338	311	4.92

TABLE 6: Change in eight waste minimization practices from 2007 (n=384) through 2010 (n=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.
*$p<0.05$, **$p<0.005$, ***$p<0.0005$.

Environmental purchasing: At least 90 percent of respondents had begun or completed implementing five of the 12 environmental purchasing practices in all three survey periods: buying products locally when possible, favoring equipment that has a long life and can be repaired, employing local residents, paying a fair wage, and providing literature that promotes local businesses (Figure 5). At the same time, more than 55 percent of respondents had not begun to buy fair trade products.

Overall, there was a significant change in purchasing fair trade products ($\chi^2=11.10$, $p<0.005$), which increased significantly from 2007 to 2010, but decreased from 2010 to 2013, almost back to the 2007 level (Table 7).

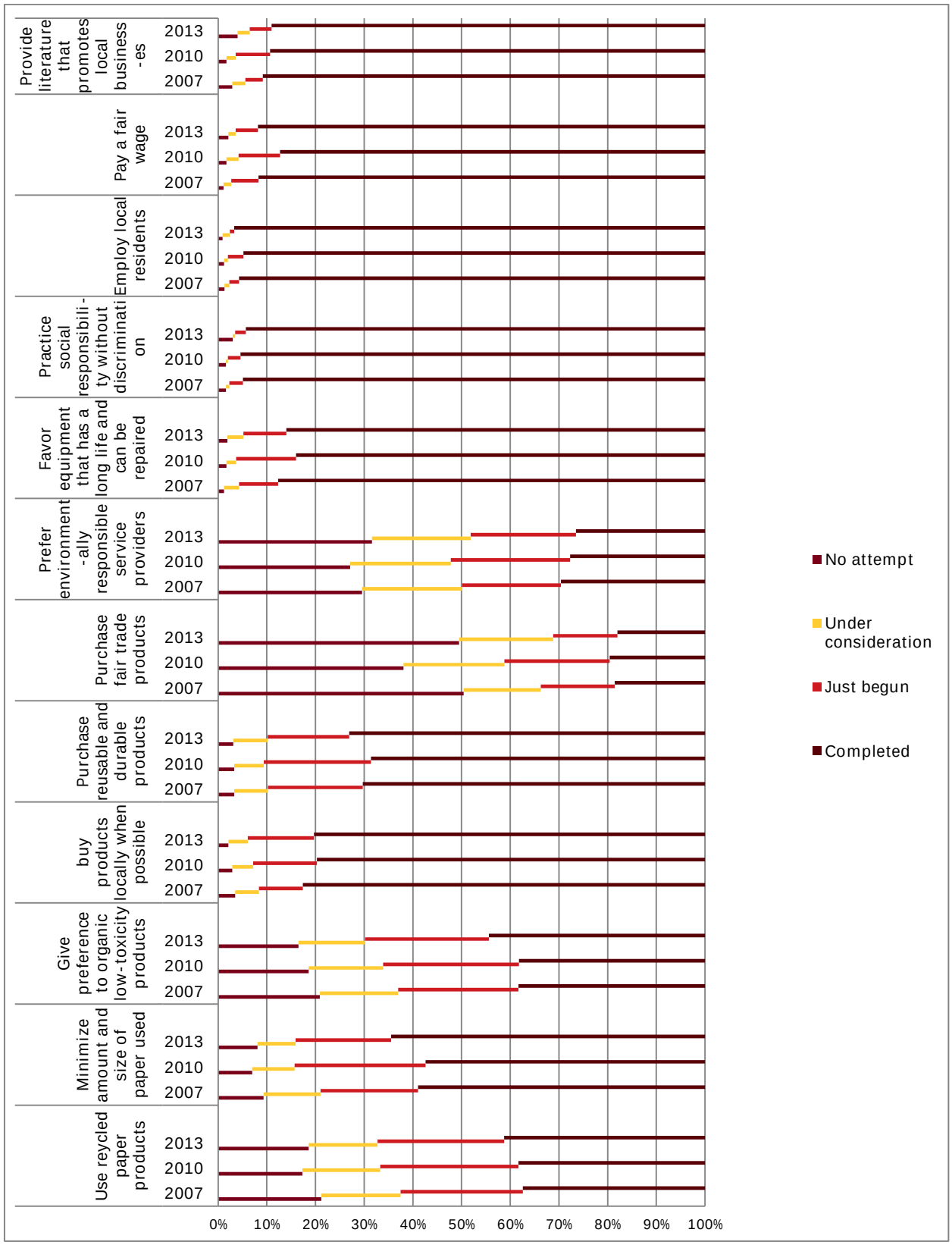

FIG. 5: Stage of implementation of 12 environmental purchasing practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Buy products locally	692	675	680	1.05
Favor equipment that has a long life and can be repaired	677	654	665	2.39
Practice social responsibility without discrimination	670	674	666	0.65
Provide literature that promotes local businesses	658	650	646	0.79
Buy reusable & durable products	657	649	674	1.47
Minimize amount and size of paper used	645	650	687	3.55
Use recycled paper products	617	640	651	1.91
Employ local residents	616	611	622	1.66
Give preference to organic low-toxicity products	610	623	663	4.68
Pay a fair wage	604	578	603	5.97
Prefer environmentally responsible service providers	544	551	526	1.25
Buy fair trade products	514	573	511	11.10*

TABLE 7: Change in 12 environmental purchasing practices from 2007 (n=384) through 2010 (n=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.
*$p<0.005$.

Air quality: At least 80 percent of respondents had begun or completed implementing four of the 11 air quality practices in all three survey periods: keeping high moisture areas well ventilated, cleaning all air handler units and coils regularly, not leaving vehicles running when idle, and encouraging public or group transportation (Figure 6). At the same time, close to 50 percent of respondents had not even begun to conduct periodic tests to ensure air quality. Overall, there was no significant change in implementing any of the 11 air quality practices (Table 8).

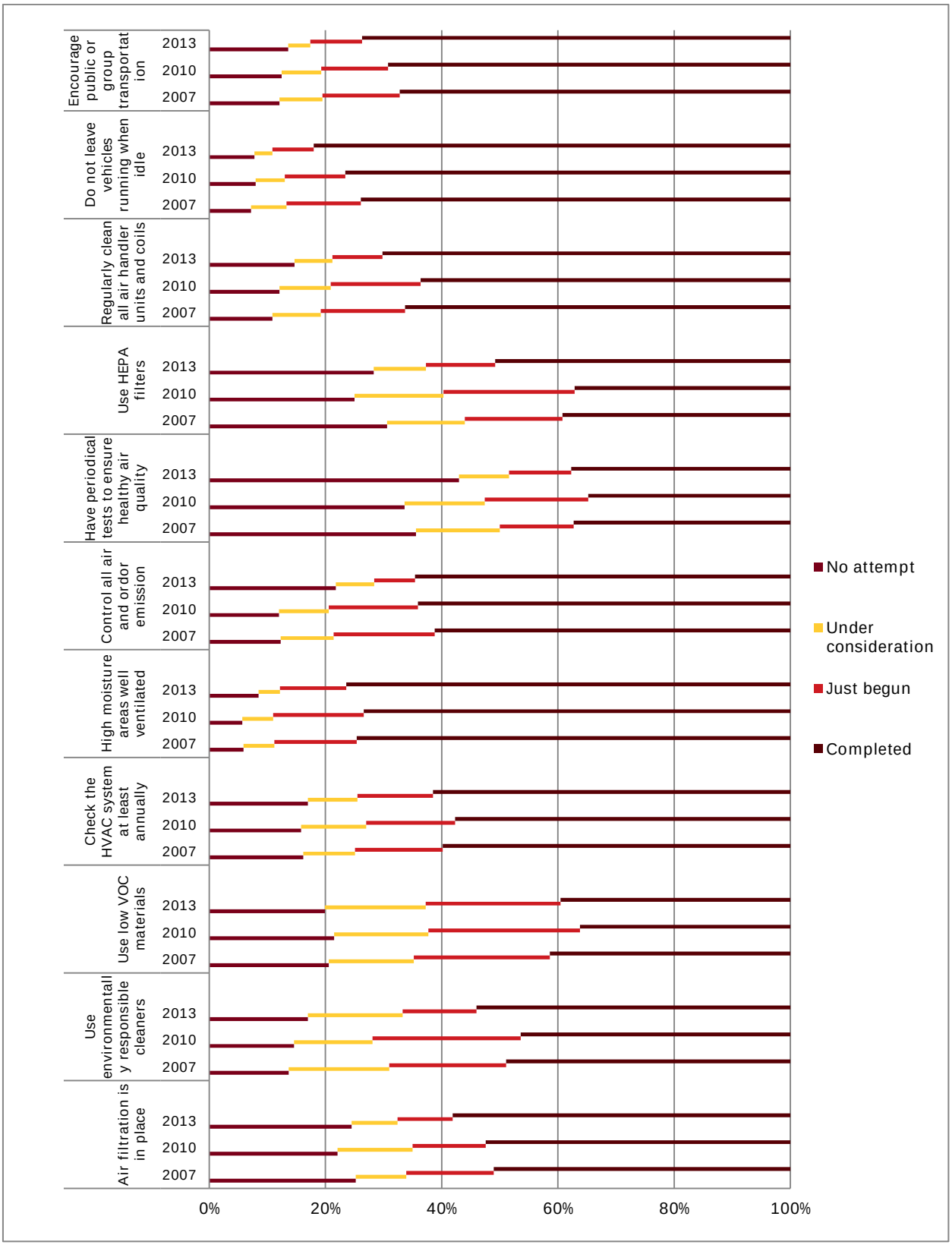

FIG. 6: Stage of implementation of 11 air quality practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Do not leave vehicles running when idle	549	562	591	5.12
Use low VOC materials	528	504	518	1.40
Use environmentally responsible cleaners	525	520	534	0.43
High moisture areas well ventilated	517	511	523	0.42
Have periodical tests to ensure healthy air quality	472	474	454	1.06
Encourage public or group transportation	462	470	488	1.86
Regularly clean all air handler units and coils	458	445	466	1.48
Air filtration is in place	449	457	473	1.33
Check the HVAC system at least annually	439	430	443	0.54
Control all air and odor emission	429	440	425	0.79
Use HEPA filters	426	436	470	4.67

TABLE 8: Change in 11 air quality practices from 2007 (n=384) through 2010 (n=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.

Water conservation: In all three survey periods, at least 96 percent of respondents either had begun or completed implementing the practice of proper disposal of hazardous chemicals (Figure 7). There were also more than 75 percent of respondents who either had begun or completed the practice of sweeping or vacuuming instead of washing down large areas. On the other hand, more than 60 percent of respondents had made no attempt at installing automatic run-off water taps or having a reclaimed water system.

Overall, there was a significant change in sweeping or vacuuming instead of washing down large areas, which decreased significantly from 2007 to 2010 (χ^2=6.64, p<0.05), and increased a little from 2010 to 2013, but not back to the 2007 level (Table 9).

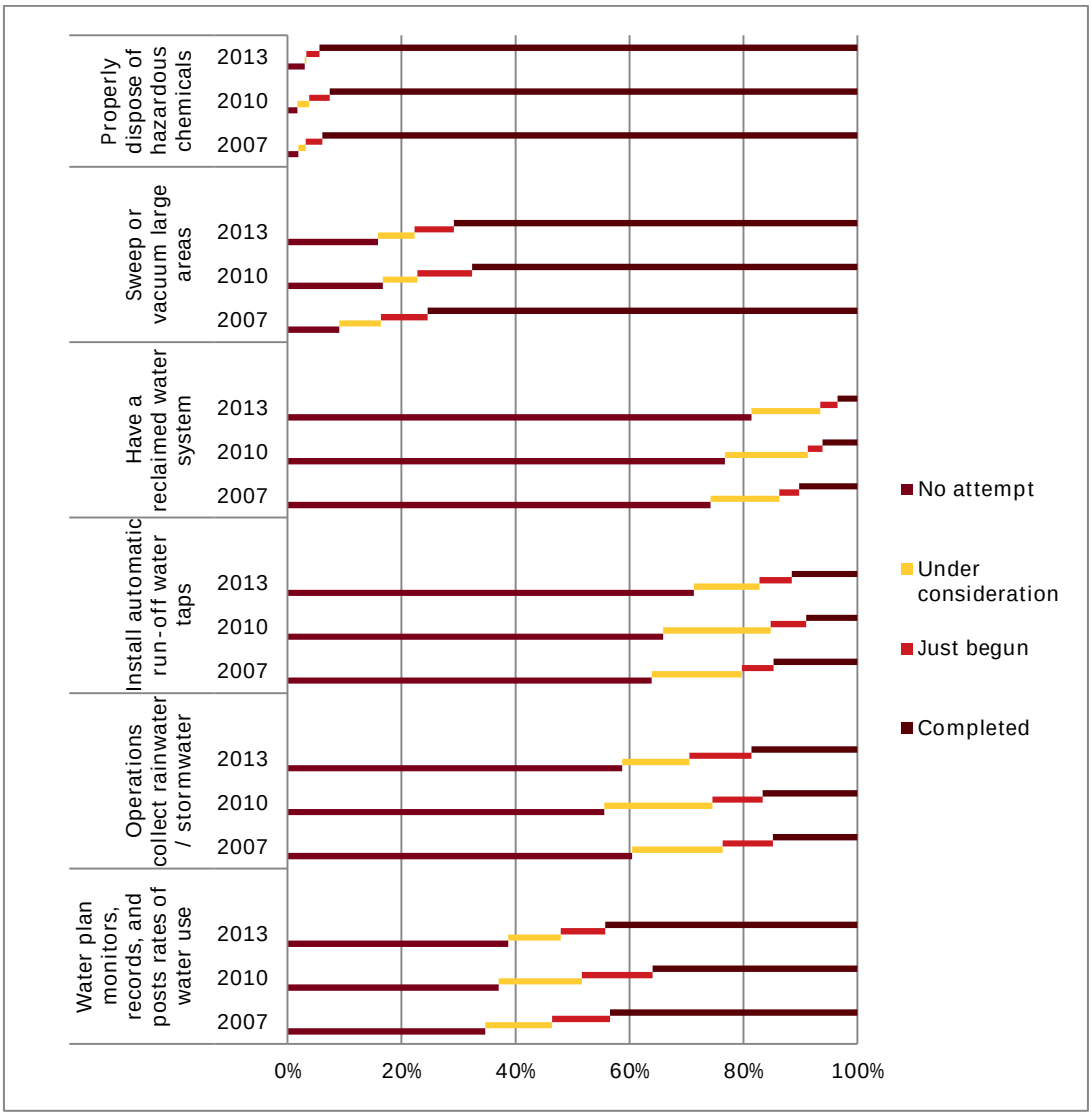

FIG. 7: Stage of implementation of six water conservation practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Properly dispose of hazardous chemicals	577	570	579	0.92
Sweep or vacuum large areas	511	468	482	6.64*
Install automatic run-off water taps	440	424	408	2.89
Water plan monitors, records, and posts rates of water use	437	411	429	2.17
Operations collect rainwater/storm water	426	446	442	1.33
Have a reclaimed water system	414	400	381	4.28

TABLE 9: Change in six water conservation practices from 2007 (n=384) through 2010 (n=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.
*$p<0.05$.

Landscaping/Wildlife: Implementation of five landscaping/wildlife practices either had begun or been completed by at least 85 percent of respondents during all three survey periods: Design and construction of the facility reflecting natural surroundings, irrigation watering taking place in early morning or at night, retaining native vegetation in landscaping, controlling noise, and doing wildlife observation from a remote distance (Figure 8). At the same time, more than 45 percent of respondents had not begun to use interpretative signs on nature or use residual pesticides or herbicides in landscaping. Overall, there was no significant change in implementing any of the 10 landscaping/wildlife practices over time (Table 10).

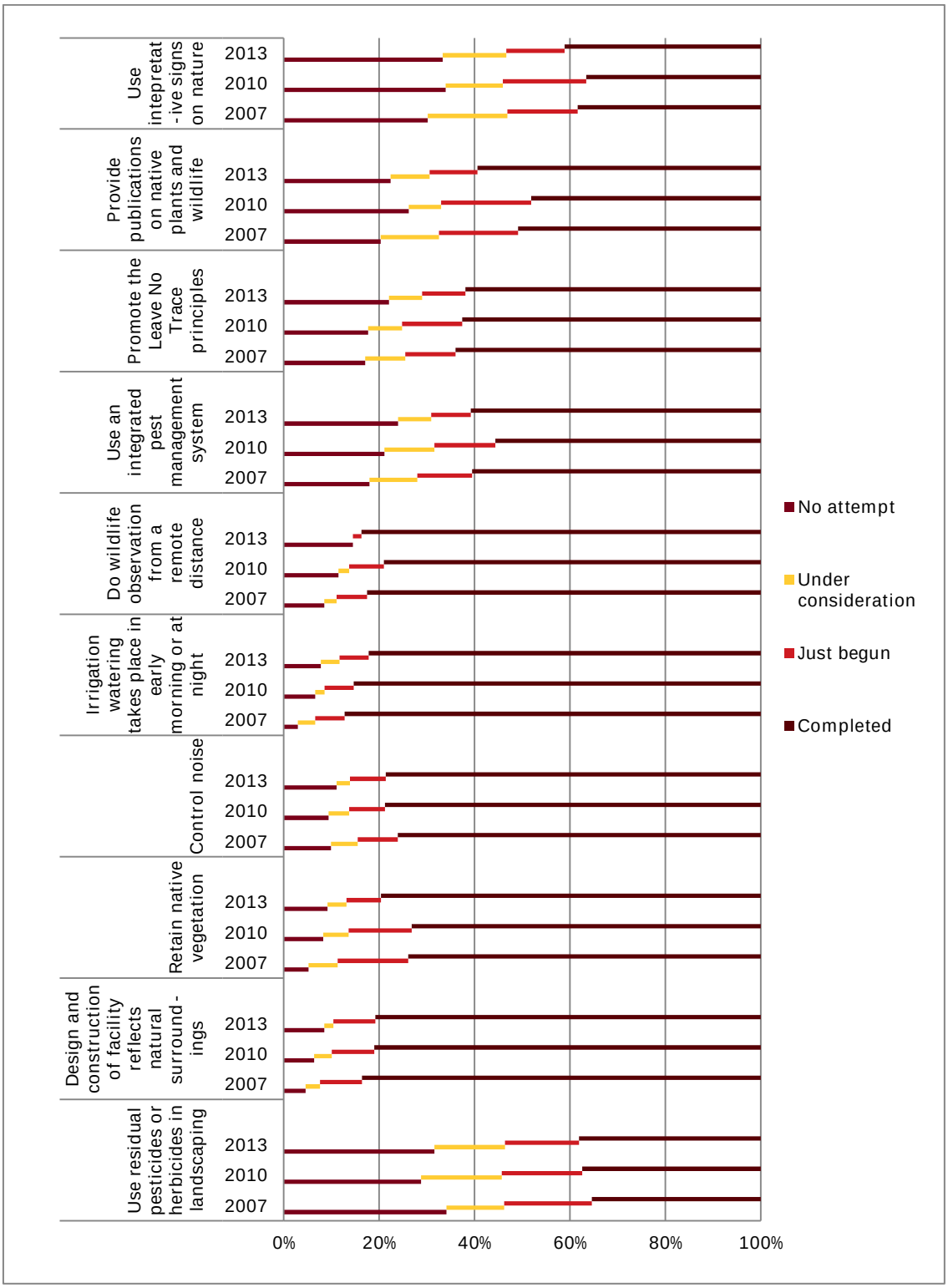

FIG. 8: Stage of implementation of 10 landscaping/wildlife practices in 2007 (n=384), 2010 (n=511) and 2013 (n=336)

	Mean ranks			Chi-Square
	2007	2010	2013	
Design and construction of facility reflects natural surroundings	524	509	507	1.33
Retain native vegetation	505	497	526	2.71
Control noise	487	499	498	0.75
Promote the Leave No Trace principles	463	458	447	0.65
Irrigation watering takes place in early morning or at night	450	441	426	2.66
Provide publications on native plants and wildlife	443	426	468	4.38
Use an integrated pest management system	420	399	411	1.54
Use interpretative signs on nature	371	362	372	0.36
Do wildlife observation from a remote distance	363	350	363	1.57
Use residual pesticides or herbicides in landscaping	338	351	347	0.58

TABLE 10: Change in 10 landscaping/wildlife practices from 2007 (n=384) through 2010 (n=511) to 2013 (n=336)

Note: All items rated on a scale where 1=No attempt, 2=Under consideration, 3=Just beginning, 4=Completed/Ongoing.

Ways of receiving information on sustainable tourism

In both 2010 and 2013, respondents chose online reference materials and local or community workshops as the two best ways to receive information on sustainable tourism. A listserv, on the other hand, was chosen by the smallest percentage of respondents.

There was a significant decrease in choosing the Travel Green webpage as one of the best ways to receive information on sustainable tourism (χ^2=14.46, p<0.0005), from 25 percent in 2010 to 15 percent in 2013 (Table 11).

	2010 (%)	2013 (%)	*Statistics*
			χ^2
Online reference materials	51.1	45.5	3.06
Local or community workshops	35.1	31.0	1.88
Regional workshops	25.6	23.9	0.38
Travel Green webpage	25.1	15.3	14.46*
Webinars	20.0	21.4	0.29
Listserv	10.0	10.8	0.18

TABLE 11: Comparison in choosing best ways to receive information on sustainable tourism between 2010 (n=581) and 2013 (n=426)

*p<0.0005

Respondents

Overall, more respondents came from the lodging/camping sector of the industry than any other industry sector, followed by event/festival and convention and visitor bureau (Table 12). However, there was a significant difference in industry composition across the three surveys (χ^2=60.80, p<0.0005), as the percentage of respondents from the lodging/camping sector decreased, and the percentage of respondents from the retail sector increased (Table 12).

Regarding Minnesota tourism regions, there were changes in the assignment of counties to tourism regions from 2007 to 2010. Therefore, the data on tourism region obtained in 2007 was not comparable to that obtained in 2010 and 2013. However, regional representation can be compared

between 2010 and 2013, and no significant difference in regional participation in the survey emerged.

In all three surveys, the largest percentage of survey respondents had worked in the tourism industry for more than 20 years, followed by those having worked in the industry for 10-14 years. The pattern was less consistent in terms of number of years working for the current employer. However, over time, there was no significant change in respondents' tenure in the industry or for the current employer.

Finally, the gender composition of the respondents was quite consistent, as there were approximately 55 percent female respondents and about 45 percent male respondents in all three surveys.

	2007		2010		2013		χ^2
	Freq.	%	Freq.	%	Freq.	%	
Industry sector							
Lodging/Camping	245	54.3	284	48.9	163	38.3	60.80*
Event/Festival	74	16.4	60	10.3	55	12.9	
Convention & Visitor Bureau/similar organization	44	9.8	51	8.8	44	10.3	
Government	27	6.0	35	6.0	23	5.4	
Retail	2	0.4	20	3.4	22	5.2	
Other	59	13.1	131	22.5	119	27.9	
Minnesota tourism region[1]							
Central[2]	--	--	144	24.8	86	20.2	4.32
Northeast[3]	--	--	136	23.4	94	22.1	
Metro[4]	--	--	110	18.9	86	20.2	
Southern[5]	--	--	103	17.7	89	20.9	
Northwest[6]	--	--	88	15.1	71	16.7	
Number of years working in the tourism industry							
1-3	51	13.0	61	11.8	38	11.1	3.22
4-6	54	13.8	76	14.6	47	13.7	
7-9	53	13.5	62	11.9	49	14.3	
10-14	72	18.4	106	20.4	72	21.0	
15-19	45	11.5	59	11.4	33	9.6	
20+	117	29.8	155	29.9	104	30.3	
Number of years working for the current employer							
1-3	94	23.4	95	18.2	59	17.4	9.92
4-6	69	17.2	101	19.3	55	16.2	
7-9	49	12.2	79	15.1	55	16.2	
10-14	72	18.0	84	16.1	61	17.9	
15-19	37	9.2	44	8.4	33	9.7	
20+	80	20.0	119	22.8	77	22.6	
Gender							
Female	227	54.4	297	55.9	187	54.9	5.80
Male	190	45.6	234	44.1	158	44.9	

TABLE 12: Professional characteristics and gender of survey respondents in 2007, 2010, 2013

[1] In the 2007 survey, the state of Minnesota was divided into four rather than five regions.
[2]Central includes Aitkin, Benton, Crow Wing, Douglas, Grant, Kandiyohi, McLeod, Meeker, Mille Lacs, Morrison, Otter Tail, Sherburne, Stearns, Stevens, Todd, Wadena Counties.
[3]Northeast includes Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis Counties.
[4]Metro includes Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright Counties.
[5]Southern includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Lac qui Parle, Le Sueur, Lincoln, Lyon, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine Counties.
[6]Northwest includes Becker, Beltrami, Cass, Clay, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Pennington, Polk, Pope, Red Lake, Roseau, Wilkin Counties.
*p<0.0005

DISCUSSION

This report documents cross-year comparisons of perceived benefits and difficulties in adopting sustainable practices as well as implementation of various sustainability practices among tourism businesses in Minnesota. An online questionnaire administered in 2007, 2010, and again in 2013 revealed attitudinal changes over seven years. Similarly, Minnesota tourism entities have made progress toward implementing select sustainable business practices but "low-hanging fruit" remains. This discussion focuses on attitudinal changes, information source preferences, likelihood of certification program participation, and implications for implementing select sustainable practices.

Implications for tourism businesses' attitudes toward adopting sustainable practices

Attitudinally, respondents' consistent agreement from 2007 to 2013 that implementing sustainable practices attracts consumers indicates that market preferences are broadly known by tourism entities. Tourism is similar to other sectors where environmental consciousness appears to be consistently rising. Replicating the 2007 consumer survey conducted by EMT and the Tourism Center could assess if, in fact, the level of consumer interest has increased.

On the other hand, respondents remain thwarted from implementing sustainable practices by perceived costs, time and energy. Certainly, change takes time, money and energy. Actual versus perceived costs and benefits of adopting sustainable practices appear to remain ineffectively communicated across the majority of respondents. A number of entities have initiated or continued programs related to "greening" tourism businesses; these include the Bed and Breakfast Association and Green Routes. Others, such as Clean Energy Resource Teams, have provided opportunities for more competitively priced purchases. However, it is clear that additional and more effective efforts are in order to further practice implementation.

Over time, tourism businesses in Minnesota agreed more strongly with increased environment protection as a benefit of adopting sustainable practices. Perceiving sustainable practices as beneficial to the environment may cultivate an intrinsic motivation to adopt sustainable practices. Intrinsic motivation, compared with extrinsic motivation, is more conducive to implementing actual behaviors. Therefore, maintaining and further increasing the level of agreement with this benefit will be important to wider adoption of sustainable practices.

In the meantime, the level of agreement with another perceived benefit — improved organizational image — decreased over time. Society increasingly expects engaging in sustainability practices to be an integral part of business practices. Hence, adopting sustainable practices may no longer be viewed as an extra effort that can boost organizational image.

Likelihood of participation in green travel certification

The increases in the likelihood of participating in self- and third-party green travel certification were statistically significant, although the actual numbers were small. Despite increases in some sectors, likelihood of participation in green travel certifications remains between likely and unlikely. Clear communication would help inform tourism businesses about the benefits and challenges of participating in green travel certification.

Implications for implementing sustainable practices

All three surveys asked about the status of implementing 58 sustainable practices in six areas: energy efficiency, waste minimization, environmental purchasing, air quality, water conservation, and landscaping/wildlife. Tourism businesses in Minnesota have implemented higher percentages of

sustainability practices in landscaping/wildlife and environmental purchasing, but lower percentages of practices in water conservation and energy efficiency. A number of measures for which implementation had just begun can be further promoted, given the comparatively low cost of implementation but potential positive influences. The Tourism Center will be collaborating with partners in the coming years to understand how implementation of these "low-hanging fruits" compares with other industries and states, as well as how to connect the industry with resources to do so. In the meantime, a few ideas are presented below.

Energy efficiency: Using compact fluorescent light bulbs, an energy efficiency practice, does not require a large amount of financial investment but has potentially large cumulative energy-saving effects. Providing tourism businesses with succinct information that illustrates such energy-saving effects and low upfront cost is a way to facilitate implementation of this practice. The positive trend is the significant increase in the level of implementation for this practice from 2007 to 2013, indicating that a "gentle nudge" may be effective enough to further increase its implementation. Using daylight to the greatest extent, another energy efficiency practice, also needs further promotion among tourism businesses. An effective method of promotion is emphasizing operational cost savings resulting from this practice. Emphasizing operational cost savings also is a selling point for the facilitation of an environmental purchasing practice—minimizing the amount of paper used.

Waste minimization: Donating leftover guest amenities and old furniture, as well as requiring vendors to take back packaging materials are two waste minimization practices that need more implementation. In fact, there was a significant decrease in requiring vendors to take back packaging materials from 2007 to 2013. However, recycling, overall, continues to grow as an increasingly important part in the tourism industry in Minnesota. A notable example is the significant role that recycling plays in the "zero-waste" festivals/events that Eureka Recycling has created together with event planners. It might be possible to extend the concept of "zero-waste," or low-waste, to other sectors in the tourism industry. It is also clear that communication is needed to inform tourism businesses that engaging vendors in sustainability practices is a "virtuous circle" that broadens implementation and increases the efficiency of sustainability practices in tourism.

Regarding donating leftover guest amenities and old furniture, the slight increase from 2010 to 2013 has not made up for the significant decrease from 2007 to 2010. Therefore, communication needs to emphasize the multiple environmental and social benefits of making such donations. Meanwhile, there has been a positive trend in providing recycling receptacles and having a recycling program. While decreasing slightly from 2007 to 2010, implementation of the two practices significantly increased from 2010 to 2013, surpassing the 2007 level. It is reasonable to say that there is momentum for full implementation of these two practices among all tourism businesses in Minnesota.

Air quality: In the area of air quality, the opportunity lies in further use of environmentally responsible cleaners. In all three survey periods, approximately 30 percent of tourism businesses did not implement this practice. One way to help these businesses begin the practice is to provide information on using bulk purchasing cleaners, which can help reduce purchasing costs. Another way to encourage further implementation of the practice is to communicate the effect of using environmentally responsible cleaners on customers' perception of comfort, which is critical to the success of a tourism business.

Regarding encouraging public or group transportation, there is potential for full implementation, given that more than 80 percent of tourism businesses have started or completed implementation. The tourism industry is well poised to further promote public or group transportation, since environmental protection is vital to sustaining the many natural resources that the industry relies on

as tourism attractions. To get the remaining 20 percent started, communication needs to point out that the practice can both lower visitors' transportation costs and benefit the long-term outlook of tourism businesses.

Water conservation: In this area, tourism businesses can be encouraged to further implement the practice of sweeping or vacuuming instead of washing down large areas. The practice requires initial investment in sweeping or vacuuming equipment. However, over the long run, not washing down large areas helps lower water-use costs. In addition, tourism businesses have long favored purchase of durable and repairable equipment (an environmental purchasing practice). Hence, communication could encourage tourism businesses to invest in sweeping or vacuuming equipment as part of their commitment to buying durable and repairable equipment – thus adding water conservation to cost-reduction efforts. Another possible method of facilitating the practice of sweeping or vacuuming large areas is organizing group or cooperative purchase of this equipment, thereby reducing purchasing costs.

Landscaping/wildlife practices: Two practices in this category — use of interpretative signs on nature, as well as providing publications on native plants and wildlife — can be further implemented. Both practices involve consumer education. Proactively educating customers is a way to engage and pique the interests of the consumer base.

Lastly, the level of implementation for several preventive practices across categories is generally low. While more than 70 percent of respondents either had begun or completed implementing the practice of checking HVAC systems at least annually, more than 50 percent made no attempt to include energy audits in operation schedules. Additionally, approximately 50 percent of respondents had not begun to conduct periodic tests to ensure healthy air quality. Clearly, the importance of preventive practices needs to be communicated more convincingly to tourism businesses in Minnesota.

The Tourism Center will continue to monitor sustainable practice implementation and share results to advance efficiencies and effectiveness across all sustainability areas. The Center will also be collaborating with partners in the coming years to understand how implementation of these "low-hanging fruits" compares with other industries and states, as well as how to connect the industry with resources to do so.

Future research

This project provides insight to attitudes toward overall implementation of sustainable tourism. As the industry decides where to focus, it will be useful to assess their perceptions of the benefits and difficulties of specific practices. Results would be more accurate and better able to predict behavior when the attitudes are specific to a practice and a timeframe. For example, while this project asked about attitudes overall, a question about implementing an energy audit in the next 12 months would provide more specific and useful data.

Continued tracking of attitudes and practices will set Minnesota apart as an entity for long-term data collection and assessments in the area of sustainability in tourism. Information gathered from continued tracking can inform educational opportunities for government and non-profit organizations interested in further sustainable practices in Minnesota's tourism industry.

As in any adoption of new practices, there are leaders and early adopters. Interviews with a sub-set of these "innovators" could shed additional insight on perceptions of market value and other benefits associated with adoption of sustainable practices. The information gleaned from leaders

could be used as case studies and fodder for communication regarding sustainable practice implementation.

Similarly, interviews with laggards, or those still not considering any practices, could provide similar guidance for communication and programming. Identifying and interviewing early adopters and laggards in each sector will likely be the most useful and could provide for additional cross-sector comparisons.

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APPENDIX A State of Sustainable Tourism survey 2007

State of Sustainable Tourism in Minnesota

First, tell us a bit about your organization and its location. (Section 1 of 4).

1. What industry sector are you PRIMARILY affiliated with (click on one sector)?

- Lodging/Camping
- Convention & Visitor Bureau/similar Tourism Organization
- Event/Festival
- Retail
- Government
- Other (explain, please)

2. In what Minnesota tourism region is your tourism organization/event located?

- Northeast (includes Aitkin, Carlton, Cook, Isanti, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis Counties)
- North Central/West (includes Becker, Beltrami, Benton, Cass, Clay, Clearwater, Crow Wing, Douglas, Grant, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Mille Lacs, Morrison, Norman, Otter Tail, Pennington, Polk, Pope, Red Lake, Roseau, Sherburne, Stearns, Stevens, Todd, Wadena, Wilkin Counties)
- Southern (includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Kandiyohi, Lac qui Parle, Le Sueur, Lincoln, Lyon, McLeod, Martin, Meeker, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine Counties)
- Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, Wright Counties)

3. Does your organization own its physical space (office, etc.)?

YES NO

Your attitudes about sustainable tourism. (Section 2 of 4).
Sustainable tourism is defined as "that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. 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." - World Tourism Organization. In this section, we are interested in your attitudes about sustainable tourism.

4. Click on one response below to indicate your agreement with each of the statements about the benefits and challenges of sustainable tourism. . The BENEFITS in the adoption of sustainable tourism practices are...

	1 Strongly disagree	2 Disagree	3 Neither	4 Agree	5 Strongly agree
Improved consumer prospects.	1	2	3	4	5
Economic savings.	1	2	3	4	5
Improved organizational image.	1	2	3	4	5
Attracting new clientele.	1	2	3	4	5
Improved customer perceptions.	1	2	3	4	5
Increased environment protection.	1	2	3	4	5

5. The DIFFICULTIES in the adoption of sustainable tourism practices are...

	1 Strongly disagree	2 Disagree	3 Neither	4 Agree	5 Strongly agree
Initial financial costs.	1	2	3	4	5
Time and energy.	1	2	3	4	5
Customer opposition.	1	2	3	4	5
Staff opposition.	1	2	3	4	5
External restrictions on operations.	1	2	3	4	5
Lack of information and support.					

1 2 3 4 5

Lack of interest in the concept of sustainability within the organization.

1 2 3 4 5

Lack of interest in the concept of sustainability within the consumer base.

1 2 3 4 5

6. Please also indicate your agreement with each of the statements below by clicking on one response in each line.

1	2	3	4	5
Strongly disagree	Disagree	Neither	Agree	Strongly agree

We cannot all respond to the need to protect the environment.

1 2 3 4 5

We are holding the environment of the country in trust for future generations and we have a responsibility to pass these on in good condition.

1 2 3 4 5

Customers should be informed about ways to minimize negative impacts on the local community and its lifestyle (e.g. subjects discussed, behaviors, things not be touched).

1 2 3 4 5

Tourism organizations/businesses/events should not have a written environmental policy.

1 2 3 4 5

It is relevant for tourism organizations/businesses/events of all sizes to encourage the development of a tourism industry which can serve the needs of both current and future generations.

1 2 3 4 5

The operational strategy of the business/organization/event should not provide support to employees for environmental education and training.

1 2 3 4 5

Sustainable tourism practices. (Section 3 of 4).

To understand the current state of sustainable tourism practices, we ask you to identify your organization's current efforts in six areas: a) energy, b) waste, c) air, d) water, e) landscape and f) purchasing.

7. Energy Efficiency (3a). Please check one response in each line below to identify your organization's efforts in this area.

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
Our organization uses compact fluorescent light bulbs.	1	2	3	4	
Exit signs have been replaced with Light Emitting Diode (LED) exit signs.	1	2	3	4	
Renewable energy sources are used (e. g. solar, wind, biomass, thermal).	1	2	3	4	
Window film is installed to lower heating and cooling loads and reduce glare.	1	2	3	4	
Daylight is used to the greatest possible extent.	1	2	3	4	
Equipment (e. g. window, light fixtures) is installed with or replaced by the Energy Star qualified equipments.	1	2	3	4	
An energy management system (EMS) is used to tie in air handling units, HVAC, and lighting to prevent conditioning space when it is not necessary.	1	2	3	4	
Electric package terminal air conditioner (PTAC) units have been replaced with more efficient heat pumps or other geothermal technologies.	1	2	3	4	
Customers are provided with ideas about energy conservation practices.	1	2	3	4	
Operation schedules include an energy audit through our local energy provider.	1	2	3	4	

Occupancy sensors or timers are used to control lighting in intermittent use areas.

1 2 3 4 ____

State of Sustainable Tourism in Minnesota

8. Waste Minimization (3b). Please check one response in each line below to identify your organization's efforts in this area.

1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
We provide recycler baskets and bins in front and back areas.	1	2	3	4	____
We have a recycling program for waste management.	1	2	3	4	____
We buy products that contain recycled materials.	1	2	3	4	____
Chemical products are stored safely in a well-ventilated area.	1	2	3	4	____
We require vendors to take back pallets and crates.	1	2	3	4	____
In the garden areas, we switch to drought resistant native plants, and/o r replace mowed landscaping with native ground cover.	1	2	3	4	____
Renewable building materials are used in facility construction.	1	2	3	4	____
We donate leftover guest amenities, old furniture and appliances, and other forms of donations to charities and environmental conservation organizations.	1	2	3	4	____
We consult the U. S. Green Building Council (www.usgbc.org) when constructing or remodeling in order to learn and to be certified for standards of green buildings (LEED).	1	2	3	4	____

9. Environmental Purchasing (3c). Please check one response in each line below to identify your organization's efforts in this area.

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
We use recycled paper products with high post-consumer recycled content that are either unbleached or bleached without chlorine.	1	2	3	4	
We minimize the amount and size of paper used.	1	2	3	4	
We give preference to products that are no or low toxicity, and organic.	1	2	3	4	
We buy products locally when possible.	1	2	3	4	
We purchase reusable and durable products.	1	2	3	4	
We purchase fair trade products (The list of wholesalers can be found at: www.fairtradefederation.org/memwhl.html).	1	2	3	4	
We give preference to the selection of environmentally responsible service providers (e.g. renewable energy, pest management, alternative fuel vehicles).	1	2	3	4	
We are in favor of equipment that has a long life and that can be repaired.	1	2	3	4	
We practice social responsibility without discrimination based on race, sex, religion, or political affiliation.	1	2	3	4	
We employ local residents.	1	2	3	4	
We pay a fair wage.	1	2	3	4	
We provide literature that promotes local businesses.	1	2	3	4	

10. Air Quality (3d). Please check one response in each line below to identify your organization's efforts in this area.

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
Air filtration is in place/available.	1	2	3	4	
We use environmentally responsible cleaners (MSDS Health Hazard Rating 1 or less).	1	2	3	4	
Low VOC (Volatile Organic Compound) materials such as paint, adhesives, carpeting, air freshener, etc. have been used.	1	2	3	4	
The HVAC system is checked at least annually for mold and bacteria a s well as obstructions to air flow.	1	2	3	4	
High moisture areas are well ventilated.	1	2	3	4	
All air and odor emission are controlled to meet the standard requirements.	1	2	3	4	
We have periodical tests to ensure healthy air quality (such as carbon monoxide and radon, lead paint and asbestos).	1	2	3	4	
We use the environmental High Efficiency Particulate Air (HEPA) filters.	1	2	3	4	
All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually).	1	2	3	4	
We do not leave vehicles running when idle.	1	2	3	4	
We encourage public or group transportation.	1	2	3	4	

11. Water Conservation (3e). Please check one response in each line below to identify your organization's efforts in this area.

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
Our water plan monitors, records, and posts rates of water use, and makes repairs or replaces equipment when rate changes indicate problems.	1	2	3	4	
Our operations collect rainwater/stormwater to use whenever possible.	1	2	3	4	
We install automatic run-off water taps.	1	2	3	4	
We have a reclaimed water system that is used for things such as irrigation, laundry, toilets, and/or cooling towers.	1	2	3	4	
The large areas such as sidewalks and driveways are swept or vacuumed instead of washed down.	1	2	3	4	
We properly dispose of hazardous chemicals and avoid disposing them into the sink and toilet.	1	2	3	4	

State of Sustainable Tourism in Minnesota

12. Landscaping/Wildlife (3f). Please check one response in each line below to identify your organization's efforts in this area.

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
Residual pesticides or herbicides are used in landscaping.	1	2	3	4	
The design and construction of our facility reflects the natural surroundings and culture of the area.	1	2	3	4	
The native vegetation has been retained or included in landscaping.	1	2	3	4	
We ensure that usual noise levels from all activities at the site are not significantly more than the background noise in nearby natural areas or adjacent residences.					

1 2 3 4

The watering, when necessary, takes place in the early morning or at night to minimize evaporation.

1 2 3 4

Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.

1 2 3 4

We use an integrated pest management system to reduce or eliminate the need for toxic insecticides and pesticides.

1 2 3 4

We promote the Leave No Trace principles to customers and employees.

1 2 3 4

Publications are provided to offer information on native plants and wildlife.

1 2 3 4

We use interpretative signs on nature to instruct customers.

1 2 3 4

State of Sustainable Tourism in Minnesota

A bit about you and your organization. (Section 4 of 4).

13. Please identify what industry sector you are PRIMARILY affiliated with.
- Lodging
- Event/Festival
- Convention & Visitor Bureau or similar Tourism Organization
- Retail
- Government
- Other

State of Sustainable Tourism in Minnesota

Property Profile.

14. What type of property are you associated with?
- Resort
- Resort with campground
- Hotel/Motel/Historic inn
- Bed & Breakfast
- Campground
- Other (Specify, please)

15. How many rooms/campsites does the property have?
Rooms/Campsites

16. At peak employment during the year, the number of employees in the property is:
Full-time
Part-timed

17. When is the property open?
- Year round (if checked skip next question, please)
- Seasonally

18. If "Seasonally", what is your operating season (check the months you are open)?
- January
- February
- March
- April
- May
- June

- July
- August
- September
- October
- November

19. What is the legal ownership of your property?

- Partnership
- Solo trade
- Family trust
- Company (Ltd.)
- Other (Specify, please)

20. The asset capital of your property is estimated as:

- Less than $30,000
- $30,000–$50,000
- $51,000–$100,000
- $101,000–$500,000
- $501,000–$1 million
- More than $1 million

21. There are several sustainable practices specific to lodging properties. Please check one response in each line

	1 No attempt	2 Under consideration	3 Just beginning	4 Completed/ Ongoing	N/A
Our property offers a linen reuse option to multiple guest rooms.	1	2	3	4	
We install water conserving fixtures such as low-flow showerheads/toilets, toilet-tank fill diverters, and sink aerators.	1	2	3	4	
Our housekeeping and engineering departments have an active system to detect and repair leaking toilets, faucets and showerheads.					

1 2 3 4

Refillable amenity dispensers are used rather than individual bottles for bathroom amenities.

1 2 3 4

Whenever possible, we buy guest amenities in bulk.

1 2 3 4

Bicycles are available for use or for rental.

1 2 3 4

The water-using appliances and equipment, such as ice machines, washing machines, etc. are on a preventative maintenance schedule to ensure maximum efficiency.

1 2 3 4

State of Sustainable Tourism in Minnesota

Event/Festival Profile.

22. How many days is your event/festival (Choose one, please)?

23. Approximately how many people attend your event/festival?

- Fewer than 1,000 people
- 1,000 – 4,999 people
- 5,000 – 9,999 people
- 10,000 – 49,999 people
- 50,000 or more
- Unsure

24. How many volunteers does your event/festival use?

25. How do you market your event/festival (Check all that apply, please)?

- Paid newspaper
- Posters/Flyers

- Paid radio
- Explore MN Tourism Explorer
- Chamber of Commerce
- Brochures
- Paid magazines
- Paid TV
- Internet
- Other

26. What is your event/festival's budget?

- Less than $1,000
- $1,000 - $9,999
- $10,000 - $49,999
- $50,000 or more
- Unsure

State of Sustainable Tourism in Minnesota

27. How many years have you worked in the tourism industry (enter in number of years; if less than 1, enter 0)?

28. How many years have you worked in this organization (enter in number of years; if less than 1, enter 0)?

29. You are:

30. Considering your own travel preferences, please indicate to what extent you agree or disagree with the following statements.

	1 Strongly disagree	2 Disagree	3 Neither	4 Agree	5 Strongly agree
My travel experience is better when my destination preserves its natural, historic, and cultural sites and attractions.					

1 2 3 4 5

My travel experience is better when I'm seeing or doing something authentic.

1 2 3 4 5

My travel experience is better when I have learned as much as possible about my destination's customs, geography, and culture.

1 2 3 4 5

It is important to me that travel and tourism businesses employ local residents.

1 2 3 4 5

It is important to me that my visit to a destination does not damage its environment.

1 2 3 4 5

It is important to me that travel and tourism businesses I use support the local community.

1 2 3 4 5

APPENDIX B State of Sustainable Tourism survey 2010

The University of Minnesota's Tourism Center and Explore Minnesota Tourism have partnered to assess the 'state of sustainable tourism in Minnesota.' Our goal is to understand the attitudes about and practices of sustainable tourism in Minnesota. By understanding your attitudes and behaviors, we can plan for future educational offerings and product development. In this questionnaire, we define sustainable tourism as: that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future." We ask you to complete this short online questionnaire that will take about 15 minutes. All the information you provide is completely voluntary, confidential, and anonymous. If you have any questions or concerns about the survey, please feel free to phone me at 612.624.2250 or email me at ingridss@umn.edu.

Ingrid Schneider, Director, UMN Tourism Center
John Edman, Director, Explore MN Tourism

First, tell us a bit about your organization and its location. (Section 1 of 4).

1.*What industry sector are you PRIMARILY affiliated with (click on one sector)?

- ☐ Lodging/Camping
- ☐ Convention & Visitor Bureau/similar Tourism Organization
- ☐ Event/Festival
- ☐ Retail
- ☐ Government
- ☐ Other (explain, please)

2.*In what Minnesota tourism region is your tourism organization/event located?

- ☐Northeast (includes Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis Counties)
- ☐Central (includes Aitkin, Benton, Crow Wing, Douglas, Grant, Kandiyohi, McLeod, Meeker, Mille Lacs, Morrison, Otter Tail, Sherburne, Stearns, Stevens, Todd, Wadena Counties)
- ☐Northwest (includes Becker, Beltrami,Cass, Clay, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Pennington, Polk, Pope, Red Lake, Roseau, Wilkin Counties)
- ☐Southern (includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Lac qui Parle, Le Sueur, Lincoln, Lyon, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine Counties)
- ☐Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright Counties)

3. Does your organization own its physical space (office, etc.)?

- ☐ Yes
- ☐ No

Your attitudes about sustainable tourism. (Section 2 of 4).

Sustainable tourism is defined as "that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. 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." - World Tourism Organization.

In this section, we are interested in your attitudes about sustainable tourism.

4. Click on one response below to indicate your agreement with each of the statements about the benefits and challenges of sustainable tourism.

The BENEFITS in the adoption of sustainable tourism practices are…

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
improved consumer prospects.	☐	☐	☐	☐	☐
economic savings.	☐	☐	☐	☐	☐
improved organizational image.	☐	☐	☐	☐	☐
attracting new clientele.	☐	☐	☐	☐	☐
improved customer perceptions.	☐	☐	☐	☐	☐
increased environment protection.	☐	☐	☐	☐	☐

5. The DIFFICULTIES in the adoption of sustainable tourism practices are…

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
initial financial costs.	☐	☐	☐	☐	☐
time and energy.	☐	☐	☐	☐	☐
customer opposition.	☐	☐	☐	☐	☐
staff opposition.	☐	☐	☐	☐	☐
external restrictions on operations.	☐	☐	☐	☐	☐
lack of information and support.	☐	☐	☐	☐	☐
lack of interest in the concept of sustainability within the organization.	☐	☐	☐	☐	☐
lack of interest in the concept of sustainability within the consumer base.	☐	☐	☐	☐	☐

Sustainable tourism practices. (Section 3 of 4).

To understand the current state of sustainable tourism practices, we ask you to identify your organization's current efforts in six areas: a) energy, b) waste, c) air, d) water, e) landscaping, and f) purchasing. If a practice doesn't apply, simply click 'na' for not applicable.

6. Energy Efficiency (3a). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our organization uses compact fluorescent light bulbs.	☐	☐	☐	☐	☐
Exit signs have been replaced with light emitting diode (LED) exit signs.	☐	☐	☐	☐	☐
Renewable energy sources are used (e. g. solar, wind, biomass, geothermal).	☐	☐	☐	☐	☐
Window film is installed to lower heating and cooling loads and reduce glare.	☐	☐	☐	☐	☐
Daylight is used to the greatest possible extent.	☐	☐	☐	☐	☐
Equipment (e. g. window, light fixtures, appliances) is installed with or replaced by the Energy Star qualified equipments.	☐	☐	☐	☐	☐
An energy management system (EMS) is used to tie in air handling units, HVAC, and lighting to prevent conditioning space when it is not necessary.	☐	☐	☐	☐	☐
Electric package terminal air conditioner (PTAC) units have been replaced with more efficient heat pumps or other geothermal technologies.	☐	☐	☐	☐	☐
Customers are provided with ideas about energy conservation practices.	☐	☐	☐	☐	☐
Operation schedules include an energy audit through our local energy provider	☐	☐	☐	☐	☐
Occupancy sensors or timers are used to control lighting and in intermittent-use-areas.	☐	☐	☐	☐	☐

7. Waste Minimization (3b). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
We provide recycler baskets and bins in front and back areas.	☐	☐	☐	☐	☐
We have a recycling program for waste management.	☐	☐	☐	☐	☐
We buy products that contain recycled materials.	☐	☐	☐	☐	☐
Chemical products are stored safely in a well-ventilated area.	☐	☐	☐	☐	☐
We require vendors to take back pallets and crates.	☐	☐	☐	☐	☐
In the garden areas, we switch to drought resistant native plants, and/or replace mowed landscaping with	☐	☐	☐	☐	☐
Renewable building materials are used in facility construction.	☐	☐	☐	☐	☐
We donate leftover guest amenities, old furniture and appliances, and other forms of donations to charities and environmental conservation organization.	☐	☐	☐	☐	☐
We consult the U. S. Green Building Council (www.usgbc.org) when constructing or remodeling in order to learn and to be certified for standards of green buildings (LEED).	☐	☐	☐	☐	☐

8. Environmental Purchasing (3c). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
We use recycled paper products with high post-consumer recycled content that are either unbleached or bleached without chlorine.	☐	☐	☐	☐	☐
We minimize the amount and size of paper used.	☐	☐	☐	☐	☐
We give preference to products that are no or low toxicity, and organic.	☐	☐	☐	☐	☐
We buy products locally when possible.	☐	☐	☐	☐	☐
We purchase reusable and durable products.	☐	☐	☐	☐	☐
We purchase fair trade products (The list of wholesalers can be found at: www.fairtradefederation.org/memwhl.html).	☐	☐	☐	☐	☐

We give preference to the selection of environmentally responsible service providers (e.g. renewable energy, pest management, alternative fuel vehicles).	☐	☐	☐	☐	☐
We are in favor of equipment that has a long life and that can be repaired.	☐	☐	☐	☐	☐
We practice social responsibility without discrimination based on race, sex, religion, or political affiliation.	☐	☐	☐	☐	☐
We employ local residents.	☐	☐	☐	☐	☐
We pay a fair wage.	☐	☐	☐	☐	☐
We provide literature that promotes local businesses.	☐	☐	☐	☐	☐

9. Air Quality (3d). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Air filtration is in place/available.	☐	☐	☐	☐	☐
We use environmentally responsible cleaners (MSDS Health Hazard Rating 1 or less).	☐	☐	☐	☐	☐
Low VOC (Volatile Organic Compound) materials such as paint, adhesives, carpeting, air freshener, etc. have been used.	☐	☐	☐	☐	☐
The HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.	☐	☐	☐	☐	☐
High moisture areas are well ventilated.	☐	☐	☐	☐	☐
All air and odor emission are controlled to meet the standard requirements.	☐	☐	☐	☐	☐
We have periodical tests to ensure healthy air quality (such as carbon monoxide and radon, lead paint and asbestos).	☐	☐	☐	☐	☐
We use the	☐	☐	☐	☐	☐

environmental High Efficiency Particulate Air (HEPA) filters.					
All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually).	☐	☐	☐	☐	☐
We do not leave vehicles running when idle.	☐	☐	☐	☐	☐
We encourage public or group transportation.	☐	☐	☐	☐	☐

10. Water Conservation (3e). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our water plan monitors, records, and posts rates of water use, and makes repairs or replaces equipment when rate changes indicate problems.	☐	☐	☐	☐	☐
Our operations collect rainwater/stormwater to use whenever possible.	☐	☐	☐	☐	☐
We install automatic run-off water taps.	☐	☐	☐	☐	☐
We have a reclaimed water system that is used for things such as irrigation, laundry, toilets, and/or cooling towers.	☐	☐	☐	☐	☐
The large areas such as sidewalks and driveways are swept or vacuumed instead of washed down.	☐	☐	☐	☐	☐
We properly dispose of hazardous chemicals and avoid disposing them into the sink and toilet.	☐	☐	☐	☐	☐

11. Landscaping/Wildlife (3f). Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Residual pesticides or herbicides are used in landscaping.	☐	☐	☐	☐	☐

The design and construction of our facility reflects the natural surroundings and culture of the area.	☐	☐	☐	☐	☐
The native vegetation has been retained or included in landscaping.	☐	☐	☐	☐	☐
We ensure that usual noise levels from all activities at the site are not significantly more than the background noise in nearby natural areas or adjacent residences.	☐	☐	☐	☐	☐
The watering, when necessary, takes place in the early morning or at night to minimize evaporation.	☐	☐	☐	☐	☐
Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.	☐	☐	☐	☐	☐
We use an integrated pest management system to reduce or eliminate the need for toxic insecticides and pesticides.	☐	☐	☐	☐	☐
We promote the Leave No Trace principles to customers and employees.	☐	☐	☐	☐	☐
Publications are provided to offer information on native plants and wildlife.	☐	☐	☐	☐	☐
We use interpretative signs on nature to instruct customers.	☐	☐	☐	☐	☐

A bit about you and your organization. (Section 4 of 4).

***12 . Please identify what industry sector you are PRIMARILY affiliated with.**

- ☐ Lodging
- ☐ Event/Festival
- ☐ Convention & Visitor Bureau or similar Tourism Organization
- ☐ Retail
- ☐ Government
- ☐ Other

Property Profile.

13 . What type of property are you associated with?

- ☐ Resort
- ☐ Resort with campground
- ☐ Hotel/Motel/Historic inn
- ☐ Bed & Breakfast
- ☐ Campground
- ☐ Other (Specify, please)

14 . How many rooms/campsites does the property have?

Rooms/Campsites

15 . When is the property open?

- ☐ Year round (if checked, skip next question, please)
- ☐ Seasonally

16. There are several sustainable practices specific to lodging properties. Please check one response to indicate if and how your organization has considered the practices listed below.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our property offers a linen reuse option to multiple guest rooms.	☐	☐	☐	☐	☐
We install water conserving fixtures such as low-flow showerheads/toilets, toilet-tank fill diverters, and sink aerators.	☐	☐	☐	☐	☐
Our housekeeping and engineering departments have an active system to detect and repair leaking toilets, faucets and showerheads.	☐	☐	☐	☐	☐
Refillable amenity dispensers are used rather than individual bottles for bathroom amenities.	☐	☐	☐	☐	☐
Whenever possible, we buy guest amenities in bulk.	☐	☐	☐	☐	☐
Bicycles are available for use or for rental.	☐	☐	☐	☐	☐
The water-using appliances and equipment, such as ice machines, washing machines, etc. are on a preventative maintenance schedule to ensure maximum efficiency.	☐	☐	☐	☐	☐

Event/Festival Profile.

17 . How many days is your event/festival (Choose one, please)?

18 . Approximately how many people attend your event/festival?

- ☐ Fewer than 1,000 people
- ☐ 1,000 – 4 ,999 people
- ☐ 5,000 – 9 ,999 people
- ☐ 10,000 – 49 ,999 people
- ☐ 50 ,000 or more
- ☐ Unsure

19. What is your event/festival's budget?

- ☐ Less than $1,000
- ☐ $1,000 - $9,999
- ☐ $10,000 - $49,999
- ☐ $50,000 or more
- ☐ Unsure

20. In your opinion, what are the most important indicators of a 'sustainable' event or festival?

***21. How many years have you worked in the tourism industry (this drop down box will allow you to enter in number of years; if less than 1, enter 0)?**

22. How many years have you worked in this organization (this drop down box will allow you to enter in number of years; if less than 1, enter 0)?

23 . You are (choose one):

24 . How likely are you to participate in the following, if available?

	Very unlikely	Unlikely	Likely	Very likely
A self certification for tourism organizations (e.g., property, organization, event, etc.) related to green travel	☐	☐	☐	☐
A 3rd party certification for tourism organizations related to green travel (an independent and neutral party does the evaluation).	☐	☐	☐	☐

25 . What are the best ways to receive information on sustainable tourism?

- ☐ Listserv.
- ☐ Travel Green webpage.
- ☐ Local or community workshops.
- ☐ Online reference materials.
- ☐ Regional workshops.
- ☐ Webinars.
- ☐ Other, please specify

26. What, in your opinion, are the next best steps for sustainable tourism in Minnesota (please type in your ideas)?

APPENDIX C State of Sustainable Tourism survey 2013

The University of Minnesota's Tourism Center and Explore Minnesota Tourism have partnered to assess the 'state of sustainable tourism in Minnesota.' Our goal is to understand the attitudes about and practices of sustainable tourism in Minnesota. By understanding your attitudes and behaviors, we can plan for future educational offerings and product development. In this questionnaire, we define sustainable tourism as: that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future." We ask you to complete this short online questionnaire that will take about 15 minutes. All the information you provide is completely voluntary, confidential, and anonymous. If you have any questions or concerns about the survey, please feel free to phone me at 612.624.2250 or email me at ingridss@umn.edu.

Ingrid Schneider, Director, UMN Tourism Center
John Edman, Director, Explore MN Tourism

First, tell us a bit about your organization and its location. (Section 1 of 4).

1.*What industry sector are you PRIMARILY affiliated with (click on one sector)?

- ☐ Lodging/Camping
- ☐ Convention & Visitor Bureau/similar Tourism Organization
- ☐ Event/Festival
- ☐ Retail
- ☐ Government
- ☐ Other (explain, please)

2.*In what Minnesota tourism region is your tourism organization/event located?

- ☐ Northeast (includes Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Pine, St. Louis Counties)
- ☐ Central (includes Aitkin, Benton, Crow Wing, Douglas, Grant, Kandiyohi, McLeod, Meeker, Mille Lacs, Morrison, Otter Tail, Sherburne, Stearns, Stevens, Todd, Wadena Counties)
- ☐ Northwest (includes Becker, Beltrami,Cass, Clay, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Pennington, Polk, Pope, Red Lake, Roseau, Wilkin Counties)
- ☐ Southern (includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Lac qui Parle, Le Sueur, Lincoln, Lyon, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine Counties)
- ☐ Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright Counties)

3. Does your organization own its physical space (office, etc.)?

- ☐ Yes
- ☐ No

Your attitudes about sustainable tourism. (Section 2 of 4).

Sustainable tourism is defined as "that which meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. 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." - World Tourism Organization.

In this section, we are interested in your attitudes about sustainable tourism.

4. Click on one response below to indicate your agreement with each of the statements about the benefits and challenges of sustainable tourism.

The BENEFITS in the adoption of sustainable tourism practices are…

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
improved consumer prospects.	☐	☐	☐	☐	☐
remaining competitive.	☐	☐	☐	☐	☐
economic savings.	☐	☐	☐	☐	☐
improved organizational image.	☐	☐	☐	☐	☐
attracting new clientele.	☐	☐	☐	☐	☐
improved customer perceptions.	☐	☐	☐	☐	☐
meeting customer expectations.	☐	☐	☐	☐	☐
increased environment protection.	☐	☐	☐	☐	☐

5. The DIFFICULTIES in the adoption of sustainable tourism practices are…

	Strongly disagree	Disagree	Neither	Agree	Strongly agree
initial financial costs.	☐	☐	☐	☐	☐
time and energy.	☐	☐	☐	☐	☐
customer opposition.	☐	☐	☐	☐	☐
lack of control over customer behavior.	☐	☐	☐	☐	☐
staff opposition.	☐	☐	☐	☐	☐
external restrictions on operations.	☐	☐	☐	☐	☐
lack of information.	☐	☐	☐	☐	☐
lack of professional network.	☐	☐	☐	☐	☐
lack of interest in the concept of sustainability within the organization.	☐	☐	☐	☐	☐
lack of interest in the concept of sustainability within the consumer base.	☐	☐	☐	☐	☐

6 . How likely are you to participate in the following, if available?

	Very unlikely	Unlikely	Likely	Very likely
A self certification for tourism organizations (e.g., property, organization, event, etc.) related to green travel	☐	☐	☐	☐
A 3rd party certification for tourism organizations related to green travel (an independent and neutral party does the evaluation).	☐	☐	☐	☐

Sustainable tourism practices. (Section 3 of 4).

To understand the current state of sustainable tourism practices, we ask you to identify your organization's current efforts in six areas: a) energy, b) waste, c) air, d) water, e) landscaping, and f) purchasing. If a practice doesn't apply, simply click 'na' for not applicable.

7. Energy Efficiency. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our organization uses compact fluorescent light bulbs.	☐	☐	☐	☐	☐
Our organization uses light emitting diode (LED) bulbs.	☐	☐	☐	☐	☐
Exit signs have been replaced with light emitting diode (LED) exit signs.	☐	☐	☐	☐	☐
Renewable energy sources are used (e. g. solar, wind, biomass, geothermal).	☐	☐	☐	☐	☐
Window film is installed to lower heating and cooling loads and reduce glare.	☐	☐	☐	☐	☐
Daylight is used to the greatest possible extent.	☐	☐	☐	☐	☐
Equipment (e. g. window, light fixtures, appliances) is installed with or replaced by the Energy Star qualified equipments.	☐	☐	☐	☐	☐
An energy management system (EMS) is used to prevent circulating air, heating, cooling, and lighting while not necessary (e.g., when not in use).	☐	☐	☐	☐	☐
Electric package terminal air conditioner (PTAC) units have been replaced with more efficient heat pump technologies.	☐	☐	☐	☐	☐
Customers are provided with ideas about energy conservation practices.	☐	☐	☐	☐	☐
Operation schedules include an energy audit/assessment of the facility by a qualified professional.	☐	☐	☐	☐	☐
Occupancy sensors or timers are used to control lighting and vending machines in intermittent-use areas.	☐	☐	☐	☐	☐
Our organization includes periodic HVAC tune-up in our preventative maintenance schedule.	☐	☐	☐	☐	☐

8. Waste Minimization. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
We have a recycling program for waste management.	☐	☐	☐	☐	☐
We provide recycling receptacles for staff and customer use.	☐	☐	☐	☐	☐
We buy products that contain recycled materials.	☐	☐	☐	☐	☐
Chemical products are stored safely in a wellventilated area.	☐	☐	☐	☐	☐
We require vendors to take back pallets and crates or other packaging.	☐	☐	☐	☐	☐
Renewable building materials are used in facility construction.	☐	☐	☐	☐	☐
We donate leftover guest amenities, old furniture and appliances, and other forms of donations to charities and environmental conservation organizations.	☐	☐	☐	☐	☐
We consult the U. S. Green Building Council (www.usgbc.org) when constructing or remodeling in order to learn and to be certified for standards of green buildings.	☐	☐	☐	☐	☐
We compost food waste and other compostable items (e.g., dishware, napkins, etc.) with an onsite composting system or we send materials to an offsite composting facility.	☐	☐	☐	☐	☐

9. Environmental Purchasing. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
We use recycled paper products with high post-consumer recycled content that are either unbleached or bleached without chlorine.	☐	☐	☐	☐	☐
We minimize the amount and size of paper used.	☐	☐	☐	☐	☐
We give preference to products that are no or low toxicity, and organic.	☐	☐	☐	☐	☐
We buy products locally when possible.	☐	☐	☐	☐	☐
We purchase reusable and durable products.	☐	☐	☐	☐	☐
We purchase fair trade products (The list of wholesalers can be found at: www.fairtradefederation.org/memwhl.html).	☐	☐	☐	☐	☐
We give preference to the selection of	☐	☐	☐	☐	☐

environmentally responsible service providers (e.g. renewable energy, pest management, alternative fuel vehicles).					
We are in favor of equipment that has a long life and that can be repaired.	☐	☐	☐	☐	☐
We practice social responsibility without discrimination based on race, sex, religion, or political affiliation.	☐	☐	☐	☐	☐
We employ local residents.	☐	☐	☐	☐	☐
We pay a fair wage.	☐	☐	☐	☐	☐
We provide literature that promotes local businesses.	☐	☐	☐	☐	☐
We avoid burning campfires on poor air quality days.	☐	☐	☐	☐	☐

10. Air Quality. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Air filtration is in place/available.	☐	☐	☐	☐	☐
We use environmentally responsible cleaners (MSDS Health Hazard Rating 1 or less).	☐	☐	☐	☐	☐
Low VOC (Volatile Organic Compound) materials such as paint, adhesives, carpeting, air freshener, etc. have been used.	☐	☐	☐	☐	☐
The HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.	☐	☐	☐	☐	☐
High moisture areas are well ventilated.	☐	☐	☐	☐	☐
All air and odor emission are controlled to meet the standard requirements.	☐	☐	☐	☐	☐
We have periodical tests to ensure healthy air quality (such as carbon monoxide and radon, lead paint and asbestos).	☐	☐	☐	☐	☐
We use the environmental High Efficiency Particulate	☐	☐	☐	☐	☐

Air (HEPA) filters.					
All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually).	☐	☐	☐	☐	☐
We do not leave vehicles running when idle.	☐	☐	☐	☐	☐
We encourage public or group transportation.	☐	☐	☐	☐	☐

11. Water Conservation. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our water plan monitors, records, and posts rates of water use, and makes repairs or replaces equipment when rate changes indicate problems.	☐	☐	☐	☐	☐
Our operations collect rainwater/stormwater to use whenever possible.	☐	☐	☐	☐	☐
We install automatic run-off water taps.	☐	☐	☐	☐	☐
We have a reclaimed water system that is used for things such as irrigation, laundry, toilets, and/or cooling towers.	☐	☐	☐	☐	☐
The large areas such as sidewalks and driveways are swept or vacuumed instead of washed down.	☐	☐	☐	☐	☐
We properly dispose of hazardous chemicals and avoid disposing them into the sink and toilet.	☐	☐	☐	☐	☐
Our preventative maintenance program includes regularly testing for and repairing leaks on toilets, sink faucets, irrigation systems, and other equipment.	☐	☐	☐	☐	☐
We install new or replace equipment with U.S. Environmental Protection	☐	☐	☐	☐	☐

Agency's WaterSenselabeled products.					
We install low-flow faucet aerators, pre-rinse dish sprayers if there is a commercial kitchen, and showerheads; waterefficient, dual flush, or water-free composting toilets; and other watersaving fixtures/devices.	☐	☐	☐	☐	☐
Customers are provided with ideas for water conservation practices.	☐	☐	☐	☐	☐

12. Landscaping/Wildlife. Please check one response in each line below to identify your organization's efforts in this area.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Residual pesticides or herbicides are used in landscaping.	☐	☐	☐	☐	☐
The design and construction of our facility reflects the natural surroundings and culture of the area.	☐	☐	☐	☐	☐
The native vegetation has been retained or included in landscaping.	☐	☐	☐	☐	☐
We ensure that usual noise levels from all activities at the site are not significantly more than the background noise in nearby natural areas or adjacent residences.	☐	☐	☐	☐	☐
Irrigation watering, when necessary, takes place in the early morning or at night to minimize evaporation and/or is done so using timers to avoid overwatering.	☐	☐	☐	☐	☐
Wildlife observation is done from a remote distance and avoided during sensitive times of the year such as during mating season.	☐	☐	☐	☐	☐
We use an integrated pest management system to reduce or eliminate the need for toxic insecticides and pesticides.	☐	☐	☐	☐	☐
We promote the Leave No Trace principles to customers and employees.	☐	☐	☐	☐	☐
Publications are provided to offer information on native plants and wildlife.	☐	☐	☐	☐	☐
We use interpretative signs on nature to instruct customers.	☐	☐	☐	☐	☐
In the garden areas, we switch to drought resistant native plants, and/or replace mowed landscaping with native ground cover.	☐	☐	☐	☐	☐
We compost landscaping wastes (e.g., grass clippings, woods/plants) onsite or we send these materials to an offsite compositing facility	☐	☐	☐	☐	☐

A bit about you and your organization. (Section 4 of 4).

*13 . Please identify what industry sector you are PRIMARILY affiliated with.

- ☐ Lodging
- ☐ Event/Festival
- ☐ Convention & Visitor Bureau or similar Tourism Organization
- ☐ Retail
- ☐ Government
- ☐ Other

Property Profile.

14 . What type of property are you associated with?

- ☐ Resort
- ☐ Resort with campground
- ☐ Hotel/Motel/Historic inn
- ☐ Bed & Breakfast
- ☐ Campground
- ☐ Other (Specify, please)

15 . How many rooms/campsites does the property have?

Rooms/Campsites

16 . How many acres is your property?

- ☐ Less than 1 acre
- ☐ 1 to 5 acres
- ☐ 6 to 10 acres
- ☐ 11 to 15
- ☐ 16 to 20
- ☐ 21 to 25
- ☐ 25+

17 . When is the property open?

- ☐ Year round (if checked, skip next question, please)
- ☐ Seasonally

18 . We do property laundry onsite.

- ☐ Yes
- ☐ No

19. There are several sustainable practices specific to lodging properties. Please check one response to indicate if and how your organization has considered the practices listed below.

	No attempt	Under consideration	Just beginning	Completed/ ongoing	N/A
Our property offers a linen reuse option to multiple guest rooms.	☐	☐	☐	☐	☐
We install water conserving fixtures such as low-flow showerheads/toilets, toilet-tank fill diverters, and sink aerators.	☐	☐	☐	☐	☐
Our housekeeping and engineering departments have an active system to detect and repair leaking toilets, faucets and showerheads.	☐	☐	☐	☐	☐
Refillable amenity dispensers are used rather than individual bottles for bathroom amenities.	☐	☐	☐	☐	☐
Whenever possible, we buy guest amenities in bulk.	☐	☐	☐	☐	☐
Bicycles are available for use or for rental.	☐	☐	☐	☐	☐
The water-using appliances and equipment, such as ice machines, washing machines, etc. are on a preventative maintenance schedule to ensure maximum efficiency.	☐	☐	☐	☐	☐
We use guest room energy management systems that allow a guest to easily turnoff all unnecessary electronics when leaving the room (e.g., single-point key card systems).	☐	☐	☐	☐	☐

Event/Festival Profile.

20 . How many days is your event/festival (Choose one, please)?

21 . Approximately how many people attend your event/festival?

- ☐ Fewer than 1,000 people
- ☐ 1,000 – 4 ,999 people
- ☐ 5,000 – 9 ,999 people
- ☐ 10,000 – 49 ,999 people
- ☐ 50 ,000 or more
- ☐ Unsure

22. What is your event/festival's budget?

- ☐ Less than $1,000
- ☐ $1,000 - $9,999
- ☐ $10,000 - $49,999
- ☐ $50,000 or more
- ☐ Unsure

23. In your opinion, what are the most important indicators of a 'sustainable' event or festival?

24. This question focuses on plant species that are invasive to Minnesota. Please indicate your response regarding the following options concerning invasive plant species in Minnesota.

	Strongly Disagree	Disagree	Neither	Agree	Strongly agree
Invasive plants are harmful to Minnesota's environment.	☐	☐	☐	☐	☐
Invasive plants are harmful to Minnesota's economy.	☐	☐	☐	☐	☐
Invasive plants are harmful to Minnesota's society.	☐	☐	☐	☐	☐
Talking to other people about the threats of invasive plants in Minnesota will help control invasive plants.	☐	☐	☐	☐	☐
Reporting invasive plants will help control invasive plants.	☐	☐	☐	☐	☐
Cleaning equipment will help control invasive plants.	☐	☐	☐	☐	☐
Not collecting and planting unidentified seeds will help control invasive plants.	☐	☐	☐	☐	☐
Volunteering to help maintain parks and nature trails will help control invasive plants.	☐	☐	☐	☐	☐

Planting and maintaining native plants in my yard and garden will help control invasive plants.	☐	☐	☐	☐	☐
Killing invasive plants on my property will help control invasive plants.	☐	☐	☐	☐	☐
Encouraging nurseries to avoid invasive non-native plants will help control invasive plants.	☐	☐	☐	☐	☐

25. This question focuses on aquatic species that are invasive. Please indicate your response regarding aquatic invasive species in Minnesota

	Strongly Disagree	Disagree	Neither	Agree	Strongly agree
Aquatic invasive species are harmful to Minnesota's environment.	☐	☐	☐	☐	☐
Aquatic invasive species are harmful to Minnesota's economy.	☐	☐	☐	☐	☐
Aquatic invasive species are harmful to Minnesota's society.	☐	☐	☐	☐	☐
Talking to other people about the threats of aquatic invasive species in Minnesota will help control the population from spreading.	☐	☐	☐	☐	☐
Reporting aquatic invasive species to the Minnesota Department of Natural Resources will help control the population.	☐	☐	☐	☐	☐
Cleaning equipment will help control aquatic invasive aquatics.	☐	☐	☐	☐	☐
Not displacing aquatic invasive species will help control the population.	☐	☐	☐	☐	☐
Killing aquatic invasive species on my property will help control the invasive population.	☐	☐	☐	☐	☐

***26. How many years have you worked in the tourism industry (this drop down box will allow you to enter in number of years; if less than 1, enter 0)?**

27. How many years have you worked in this organization (this drop down box will allow you to enter in number of years; if less than 1, enter 0)?

28 . You are (choose one):

29 . What are the best ways to receive information on sustainable tourism?

- ☐ Listserv.
- ☐ Travel Green webpage.
- ☐ Local or community workshops.
- ☐ Online reference materials.
- ☐ Regional workshops.
- ☐ Technical assistance (onsite visits).
- ☐ Webinars.
- ☐ Professional network.
- ☐ Other, please specify

30. What, in your opinion, are the next best steps for sustainable tourism in Minnesota (please type in your ideas)?