

Best Practices Guide: For Resort Development in British Columbia

Addendum

The tourism industry in British Columbia (BC) is growing. People are attracted to what BC has to offer: the vast diversity and amazing natural environment. The Ministry of Tourism, Sport and the Arts has been tasked with making sure that tourism continues to grow in a sustainable, environmentally friendly manner.

What is Sustainable Tourism? If something is sustainable, it is able to be maintained; therefore, “Sustainable Tourism” is the balance point between economic profit and environmental stewardship. For tourism to be sustainable, it must be developed in a well-planned manner that is sensitive to the natural ecosystem and leaves the lightest footprint possible. As we hear more and more about greenhouse gases and global warming, it is apparent that climate change is very real and the impacts are being felt throughout the world. In order to have healthy, sustainable growth in the tourism industry we need to encourage “Green” Resort Development.

In February 2007, the Ministry of Tourism, Sport and the Arts (MTSA) released the Tourism Action Plan. The Tourism Action Plan is a mechanism to build on BC’s current momentum and propel tourism to the next level. The goal of the Tourism Action Plan is to enable British Columbia’s tourism industry to grow from “good” to “great” and to double total annual tourism revenues to \$18 billion by 2015. The plan outlines a number of strategies to ensure we meet that goal, from Marketing & Promotion to Development & Investment.

Around the same time as the Tourism Action Plan was being released, the provincial government was recognizing the need to act on climate change. In the Premier’s *Speech from the Throne*, the commitment was made to reduce greenhouse gas emissions by at least 33 percent below current levels by 2020. This will place British Columbia’s greenhouse gas emissions at 10 percent under 1990 levels.

The announcement of these two very distinct and clear objectives, one to double tourism revenue for the economy of BC, and the other, to reduce greenhouse gases in response to global climate change, presented a challenge for the Ministry. In response, the Resort Development Branch developed a vision that;

All Crown land resort development be aligned with the government’s climate change agenda and directly support the doubling of BC’s tourism revenues, regional economic prosperity and other strategic priorities.

One of the ways in which this vision will be fulfilled is through the encouragement of “Green” Resort Development. MTSA has made a commitment to communicate, via our All Season Resort Guidelines and Best Practices Guide, the importance of responding proactively to climate change and adapting to the existing effects. The Ministry has set a target date of January 1, 2010, after which all new resorts and major expansions of existing resorts on Crown land in BC must be built to credible “Green” design standards.

What are the options and choices for “Green” Resort Development? How will making “Green” development choices benefit the environment and support sustainable tourism? How can resorts adapt to climate change and mitigate the impacts? The *Best Practices Guide for Resort Development in British Columbia* is a terrific resource for “Green” Resort Development, providing links and resources as well as examples of what leading edge resorts are currently doing to reduce their environmental footprint.

In light of the current focus on climate change, the *Best Practices Guide: For Resort Development in British Columbia* is amended as per **Table 1**.

Table 1. Updates to the Guide

Page	Section	Comment
7	Assessing Market Potential & Market Demand – <u>Best Practices</u>	Third Bullet - Add to list of organizations: BC Sustainable Tourism Collective, National Ski Areas Association & Natural Resources Defense Council.
10	Avoiding & Mitigating Environmental Impacts – General - <u>References</u>	Add the following references: Global Reporting Initiative – GRI. http://www.globalreporting.org/Home
30	Preliminary Servicing Plan - <u>Key Challenges</u>	Add fourth bullet under challenges: <ul style="list-style-type: none"> • Cost of environmentally friendly servicing options vs. Long term economic and environmental benefit
31	Preliminary Servicing Plan – <u>References</u>	Add the following references: BC Energy Plan – A Vision for Clean Energy Leadership. http://www.energyplan.gov.bc.ca/
34	Energy Supply & Distribution - <u>References</u>	Add the following references: BC Energy Plan – A Vision for Clean Energy Leadership. http://www.energyplan.gov.bc.ca/
36	Transportation & Access to and within the resort – <u>Key Challenges</u>	Add the following challenges to the list: <ul style="list-style-type: none"> • Decrease greenhouse gas contribution by finding alternate transportation methods • Find a way to mitigate the negative effects of transportation
36	Transportation & Access to and within the resort – <u>References</u>	Add the following references: Zerofootprint. http://www.zerofootprint.net/ Carbon Offset Program - Air Canada. http://www.aircanada.com/en/travelinfo/traveller/zfp.html
37	Transportation & Access to and within the resort – <u>Best Practices</u>	Add bullet to Travel To the Resort section: <ul style="list-style-type: none"> • Establish a Carbon Offset program to balance out the effects of necessary transportation.
46	Comprehensive Land Use Planning – <u>Key Challenges</u>	Add bullet to challenges: <ul style="list-style-type: none"> • Planning for Climate Change and unpredictable weather events.
47	Comprehensive Land Use Planning – <u>Best</u>	Add the following bullet to the list: <ul style="list-style-type: none"> • Have the plan incorporate Climate Change and offer adaptation

	<u>Practices</u>	strategies and mitigation measures. How will the resort still be successful in light of unknown weather conditions? What are the opportunities of a shorter winter, wetter summer, etc.
50	Considerations when creating the Resort Master Plan	Add the following bullet to <u>Style of the Resort</u> : <ul style="list-style-type: none"> • Small Environmental Footprint • Built to Green Standards Add the following bullet to <u>Services of the Resort</u> : <ul style="list-style-type: none"> • Recycling & Composting Services Add the following bullet to <u>Risk Management</u> : <ul style="list-style-type: none"> • Effects of Global Warming / Climate change
53	Defining a Brand & Unique Market Position – <u>Best Practices</u>	Modify 2 nd bullet to add to the examples... : environmentally friendly – Green.
56	Environmental Principles in Ski Area Planning & Operation - <u>References</u>	Add the following references: Shaping a Sustainable Vision for Tourism in BC - Council of Tourism Associations. http://www.cotabc.com/publications/cota_publication_details.aspx?id=26 The Natural Step. http://www.naturalstep.ca/ Green Buildings BC. http://www.greenbuildingsbc.com/ BC Energy Plan – A Vision for Clean Energy Leadership. http://www.energyplan.gov.bc.ca/ LEED – Leadership in Energy and Environmental Design. US Green Building Council. http://www.usgbc.org/
78	Collection & Disposal of Solid Waste – <u>Key Challenges</u>	Add the following challenges to the list: <ul style="list-style-type: none"> • Educating the public and employees on waste management practices and the importance of reducing, reusing, recycling and composting. • Forcing a change in existing (non-green) practices for the betterment of the environment.
78	Collection & Disposal of Solid Waste – <u>References</u>	Add the following references: Zerowaste – New Zealand Trust. http://www.zerowaste.co.nz/
79	Collection & Disposal of Solid Waste – <u>Best Practices</u>	Add the following bullet: <ul style="list-style-type: none"> • Move the resort towards the ultimate goal of Zero Waste
86	Energy Conservation - <u>References</u>	Add the following references: BC Energy Plan – A Vision for Clean Energy Leadership. http://www.energyplan.gov.bc.ca/
106	Consideration of a Sustainability Framework/Model – <u>Key Challenges</u>	Add the following challenge: <ul style="list-style-type: none"> • Developing a system of Measurability
106	Consideration of a Sustainability Framework/Model – <u>References</u>	Add the following references: Shaping a Sustainable Vision for Tourism in BC - Council of Tourism Associations. http://www.cotabc.com/publications/cota_publication_details.aspx?id=26