Climate Change and Sustainable Mountain Tourism Mountain Partnership IPROMO Oct. 7, 2020





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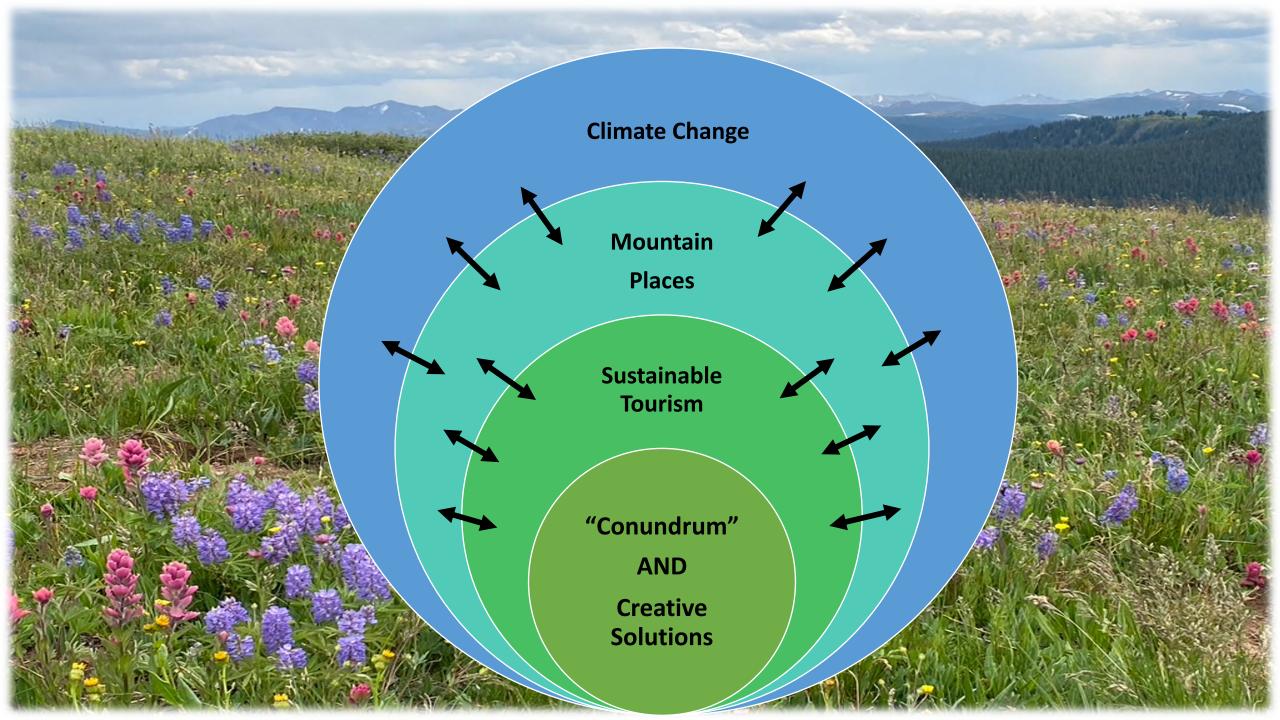
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My Home

- Vail, CO, USA
- 2,484 meters
- Eagle River Watershed
- High point is 4,267 meters
- Low point is 2,133 meters
- Colorado River watershed
- Flows could decrease as much as 55% by end of century

Udall & Overpeck (2017)



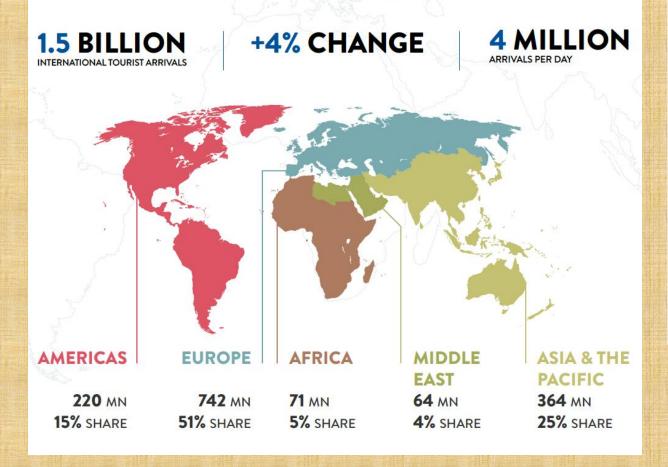




Overview of Presentation

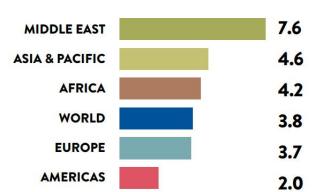
- Characterizing Mountain Tourism
- Adding Climate Change
- Defining Sustainable Tourism
- Q&A
- Break
- Sustainable Destination Example
- Climate Action Example
- Q & A

2019 TOURISM RESULTS ANOTHER YEAR OF GROWTH



MIDDLE EAST LED GROWTH IN 2019

CHANGE BY REGION (%)



2020 OUTLOOK

+3% to +4%

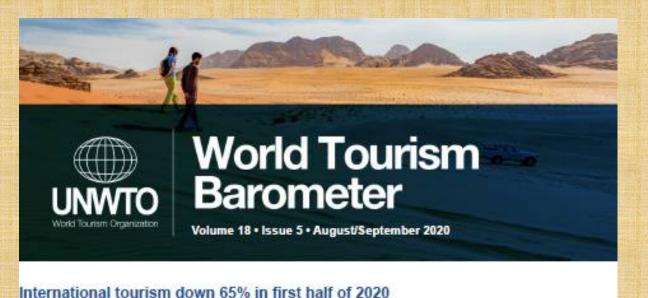
UNWTO GLOBAL FORECAST FOR INTERNATIONAL TOURIST ARRIVALS IN 2020

47%

OF PARTICIPANTS OF THE **UNWTO CONFIDENCE INDEX**THINK THAT 2020 WIL BE BETTER OR MUCH BETTER THAN 2019.
43% EXPECT NO CHANGE.

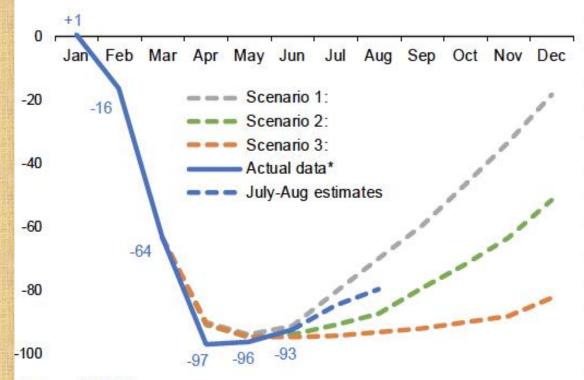


SOURCE: WORLD TOURISM ORGANIZATION (UNWTO), JANUARY 2020



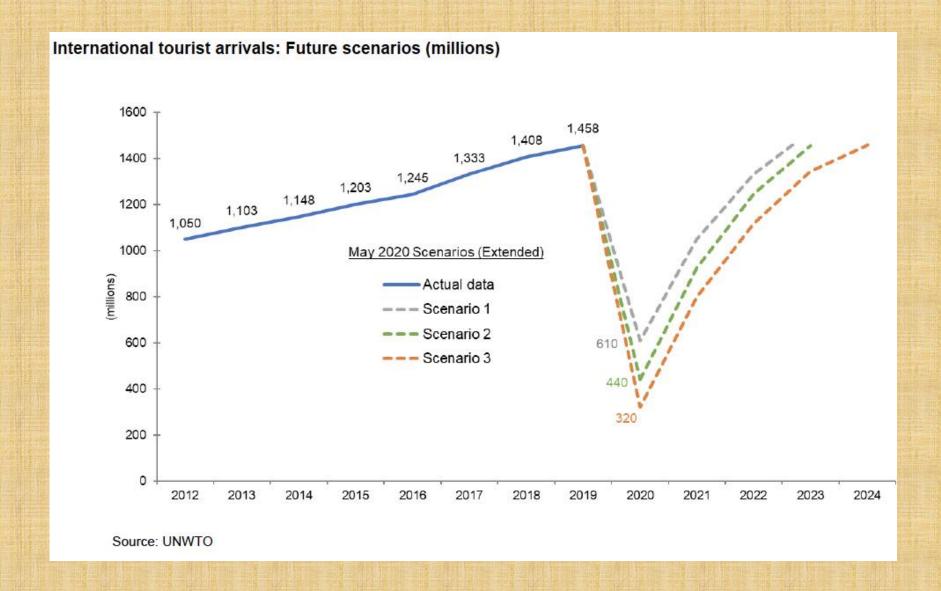
"...the return to 2019 levels in terms of international arrivals would take 2.5 to 4 years."

International tourist arrivals in 2020: YTD results and scenarios (y-o-y monthly change, %)



Source: UNWTO

*Actual data includes estimates for countries which have not yet reported results. Dotted blue line corresponds to UNWTO estimates for July and August 2020.



Now is an opportune time to implement sustainable tourism standards, systems and controls in anticipation of a tourism rebound.



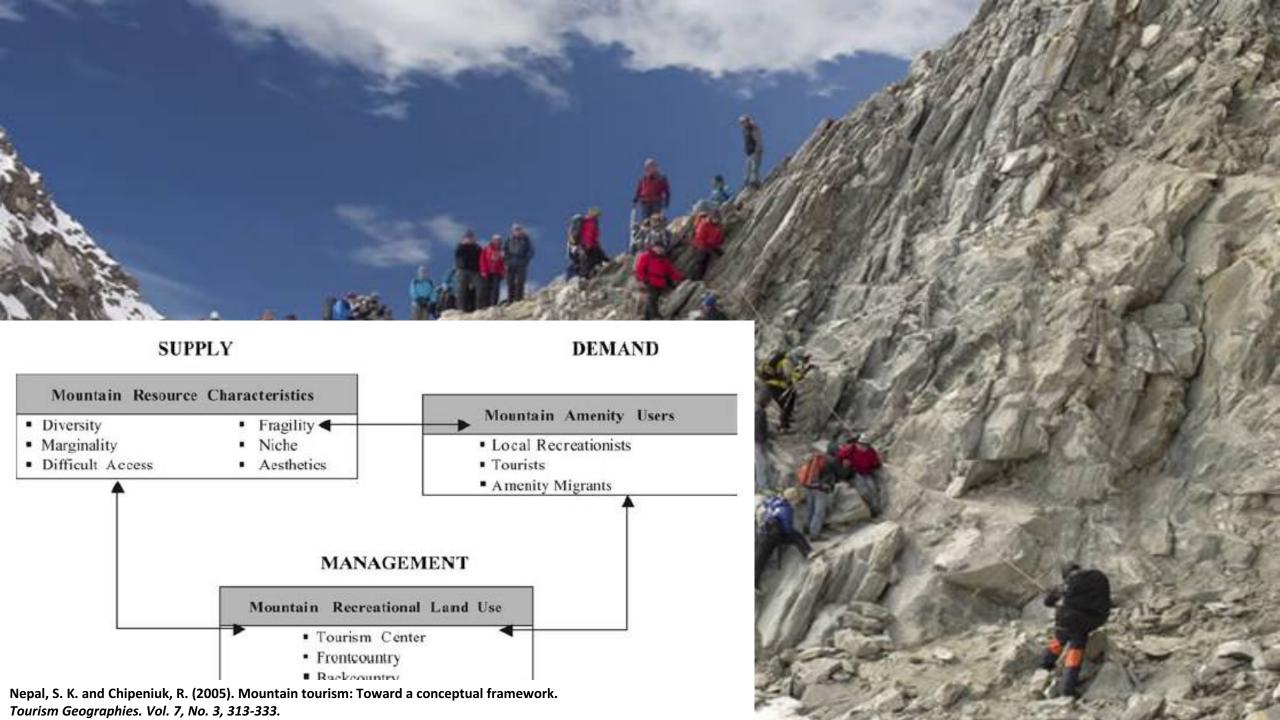
Mountain Tourism Resource Characteristics

- Diversity
- Marginality
- Difficult access
- Fragility
- · Niche
- Aesthetics
- Interrelated and dynamic

Nepal, S. K. and Chipeniuk, R. (2005). Mountain tourism: Toward a conceptual framework. *Tourism Geographies. Vol. 7, No. 3, 313-333.*

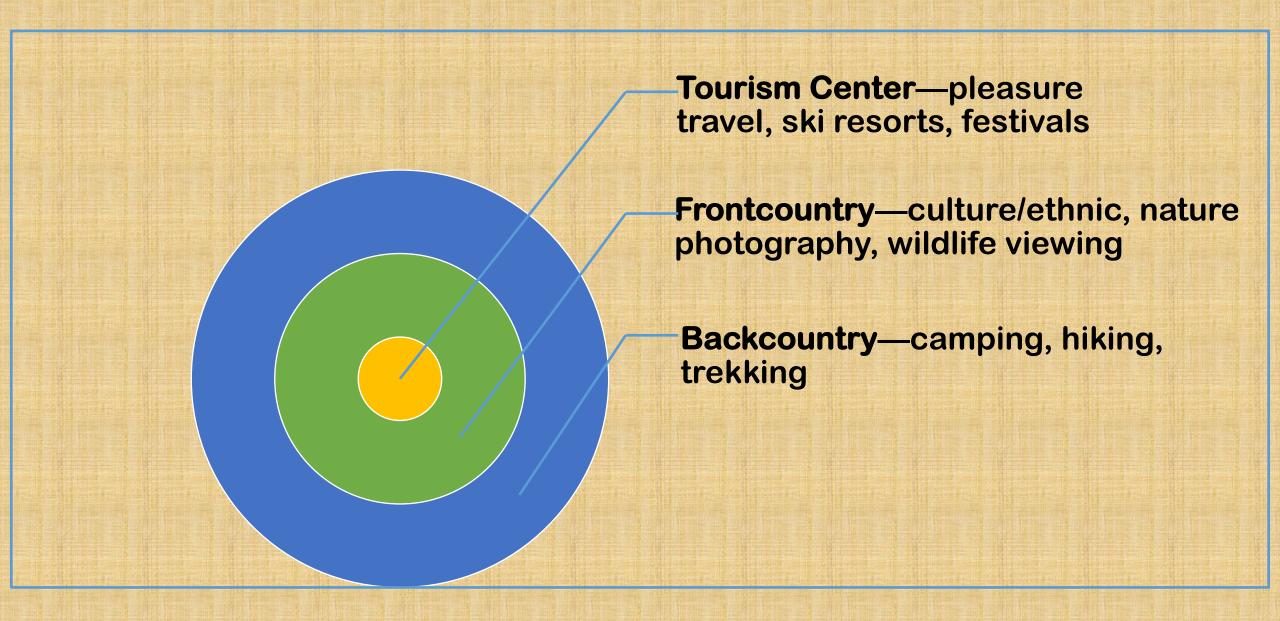


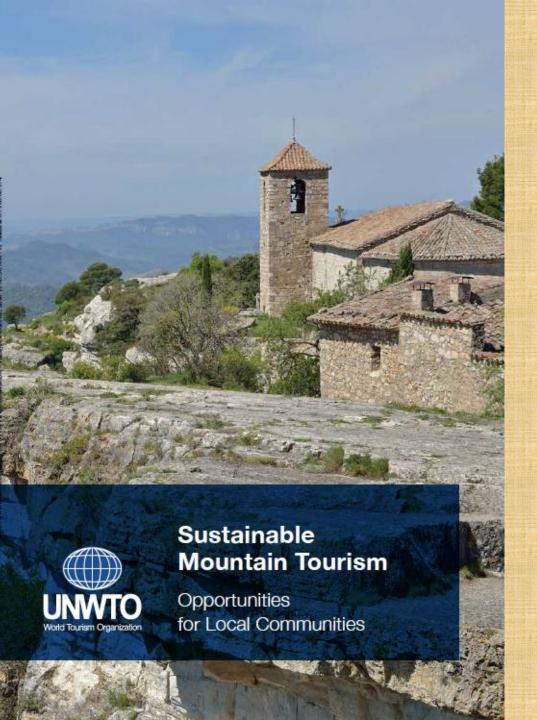
Image from discovercorps.com "Vacations with a Purpose"



Characteristics of Mountain Resources	Attributes	Implications for Tourism
Diversity	 Variations in attributes Interdependence of production bases 	 Use comparative advantage Link with local production Small scale innovation Revival of traditional activities
Marginality	 Limited local resources Marginal concern to decision-makers Unfavorable terms of trade 	 Judicious use of resources Local participatory decision-making Mandatory reinvestment of revenues Human capacity development Monitoring mechanism
Difficult Access	RemotenessIsolation from marketsInsular economy and culture	High valueActivities tied to inaccessibility
Fragility	Resources vulnerable to degradation	 Niche tourism Careers in environmental conservation Restricted use in hotspots Carrying capacity considerations
Niche	 Location-specific attractions Endemic flora and fauna Area-specific resources and activities 	 Special interest tourism Niche marketing Skill-based and culture-specific crafts Area-specific tourist goods and services
Aesthetics	 Superior dramatic quality Superior recreational quality Superior spiritual quality Superior habitat quality Relative resistance to human modification 	 Attraction for the young and vigorous Attraction for the venturesome Attraction for the spiritually exhausted Attraction for the exhibitionist Attraction for potential amenity migrants

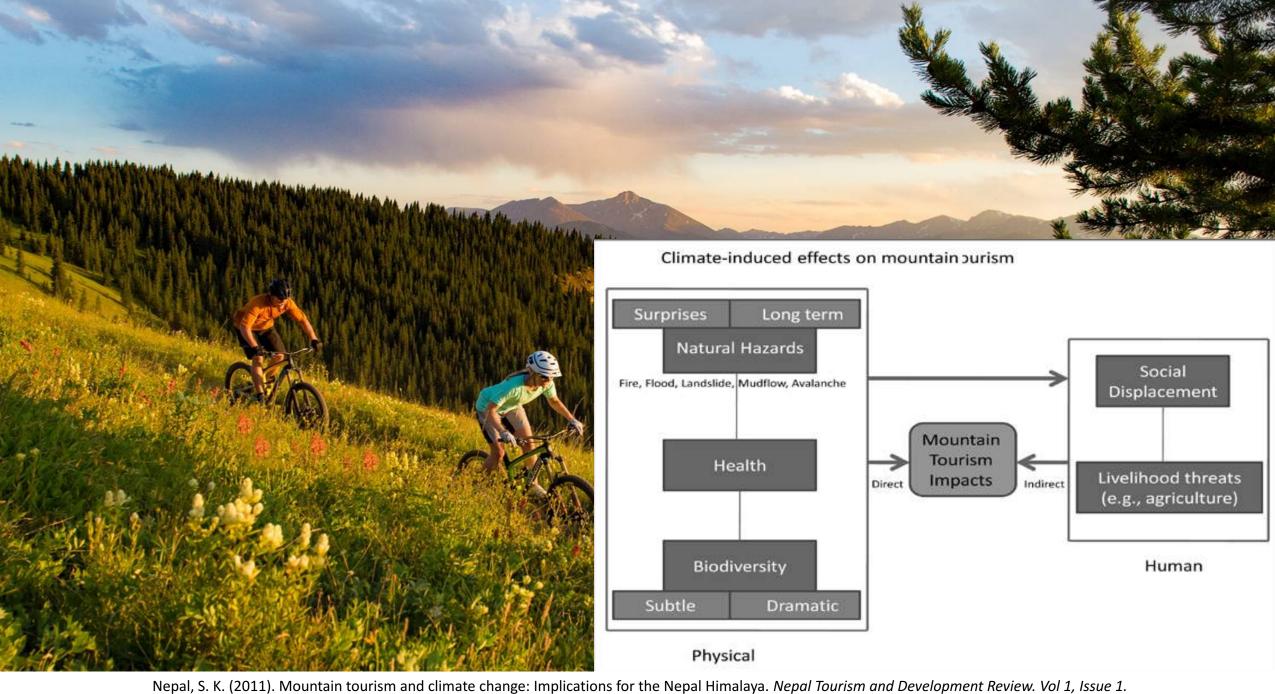
Spectrum of Activities in Mountain Recreational Zones

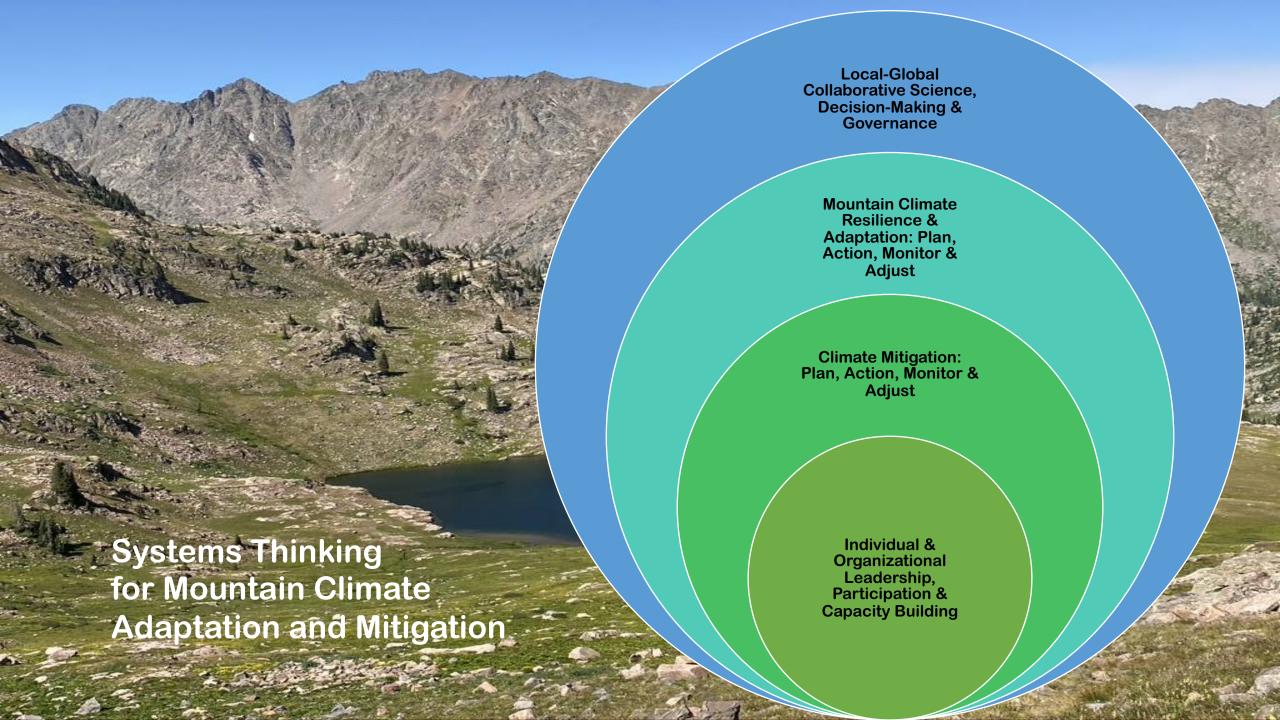


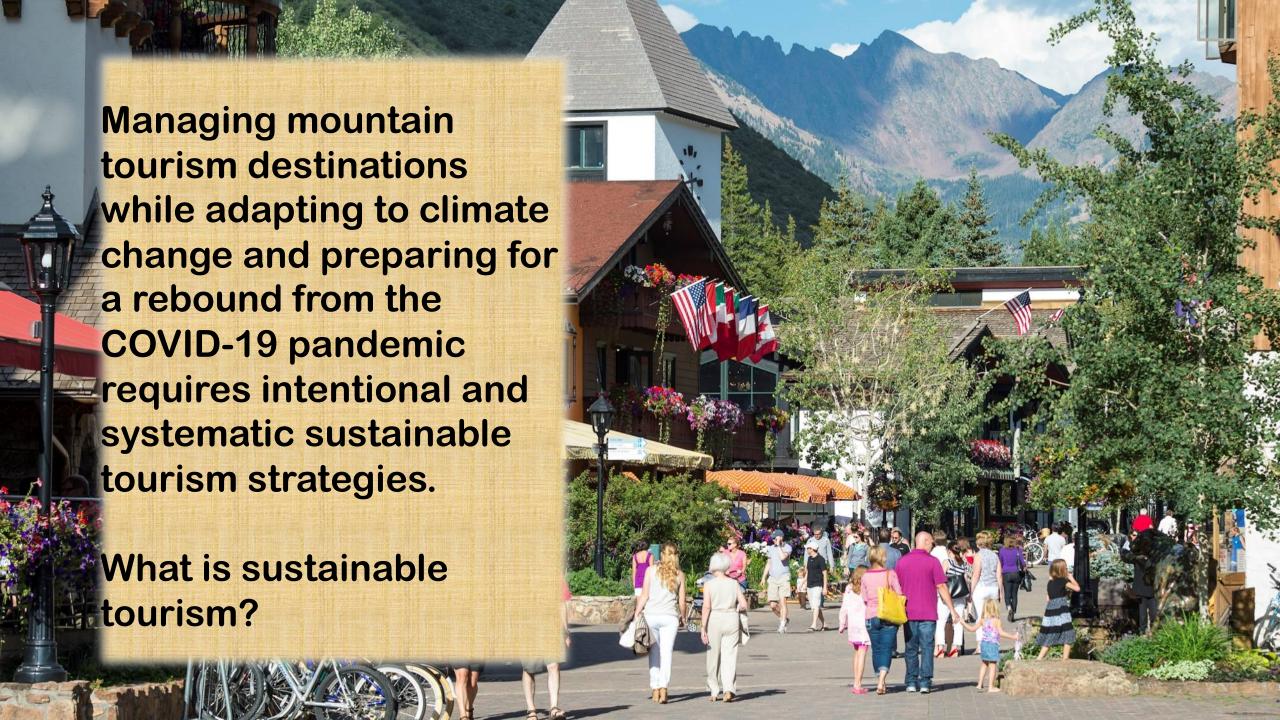


"Tourism is one of the few alternatives for developing mountain areas. As an economic activity, however, it can also do serious harm to both the fragile mountain ecosystem and local cultural resources. ... Mountain tourism can be sustainable on a local level only if participants are willing and able to protect both natural and cultural resources."

United Nations World Tourism Organization. (2018). Sustainable mountain tourism: Opportunities for local communities. pg. 109.









UNWTO Definition

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

"Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and niche tourism segments."

Making Tourism More Sustainable - A Guide for Policy Makers, UNEP and UNWTO, 2005

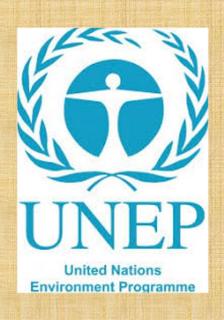


Sustainable tourism requires collaboration across sectors and among all stakeholders.



Women of the Andes image from threadsofperu.com









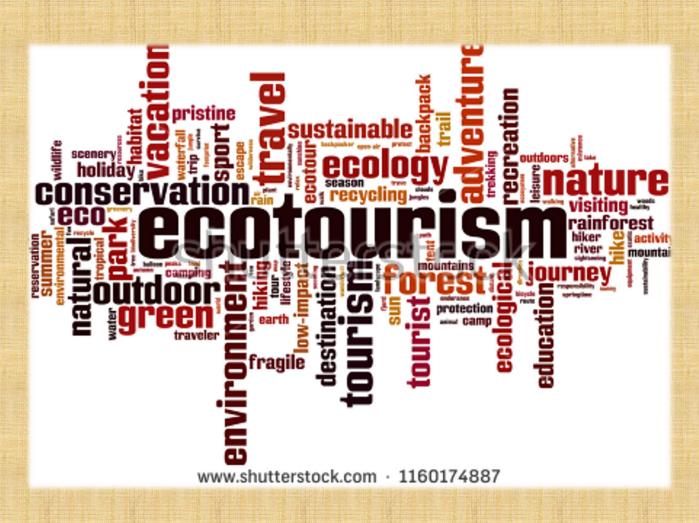
Global Sustainable Tourism Council

The world's leading <u>industry</u> <u>standard</u> for tourism sustainability

Establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders.



Sustainable Tourism is an "umbrella" to help manage all forms of tourism

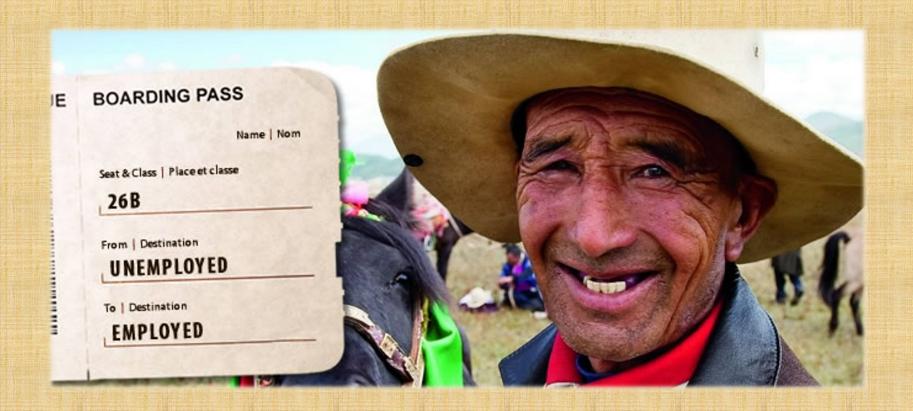


- Ecotourism
- Geotourism
- Green Tourism
- Heritage Tourism
- Adventure Tourism
- Community Tourism
- Responsible Tourism
- Sustainable Tourism

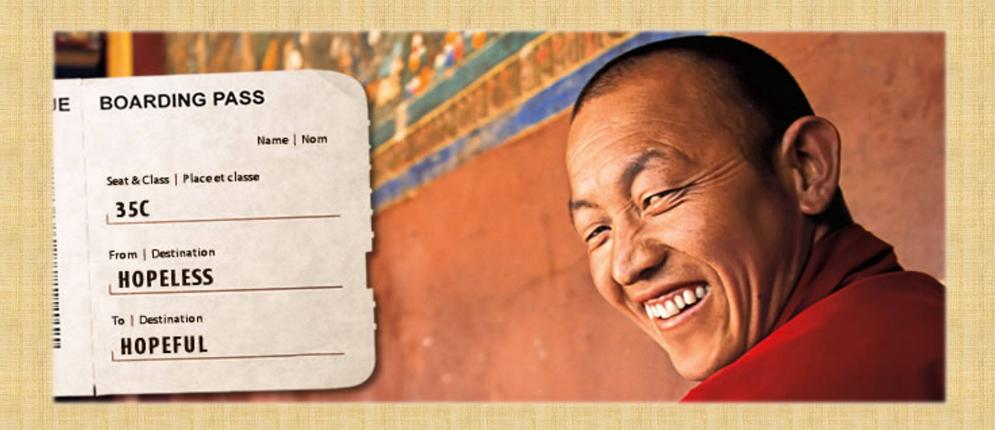
- Responsible Tourism = Tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts, and helps people conserve fragile cultures and habitats.
- Sustainable Tourism = Tourism that leads to the management of all resources in such a way that the economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life-support systems.



GSTC "Promotes the widespread adoption of global sustainable tourism standards to ensure the tourism industry continues to drive conservation and poverty alleviation."

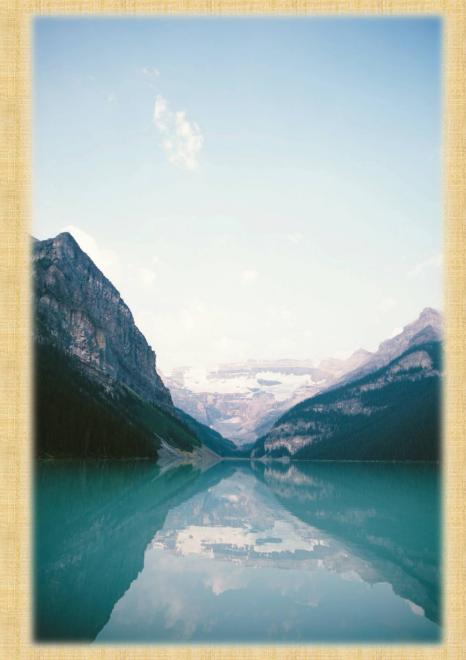


GSTC "Promotes the adoption of universal sustainable tourism principles and building demand for sustainable travel."



GSTC Criteria as Baseline Standards

- A key role for the GSTC is to define and facilitate adoption of the Criteria as universal principles for sustainable tourism; a common language to promote sustainable tourism.
- The Criteria are minimum requirements for tourism businesses and destinations, in order to help protect and sustain natural and cultural resources, and to help ensure tourism meets its potential as a tool for conservation and poverty alleviation.

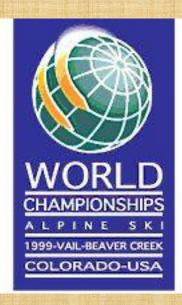




Questions?

Let's Take a Break!

















Four Main Objectives of Sustainable Destinations:

- Demonstrate sustainable destination management
- Maximize social and economic benefits for the community and minimize negative impacts
- Maximize benefits to community, visitors and cultural heritage and minimize impacts
- Maximize benefits to the environment and minimize negative impacts









- · IDEAL =
 - Innovation
 - Diversity
 - Education
 - Authenticity
 - Leadership
- 44 Criteria & 72 Indicators
 - Tourism Management
 - Planning
 - Community & Culture
 - Environmental Resources



1) TOURISM MANAGEMENT & MONITORING:

- Destination Stewardship Council
- Destination Strategy & Action Plan
- Sustainability Standards
- Inventory of Attraction Sites
- Visitor Management System
- Attraction Protection
- Visitor Behavior
- Site Interpretation
- Monitoring (Tourism Impact)



2) PLANNING:

- Regulations
- Infrastructure
 - Low Impact Transportation
 - Property Acquisitions
- Asset Protection
 - Sensitive Environments
 - Wildlife
 - Local Access
- Environmental Planning
 - Environmental Risks
 - Climate Adaptation



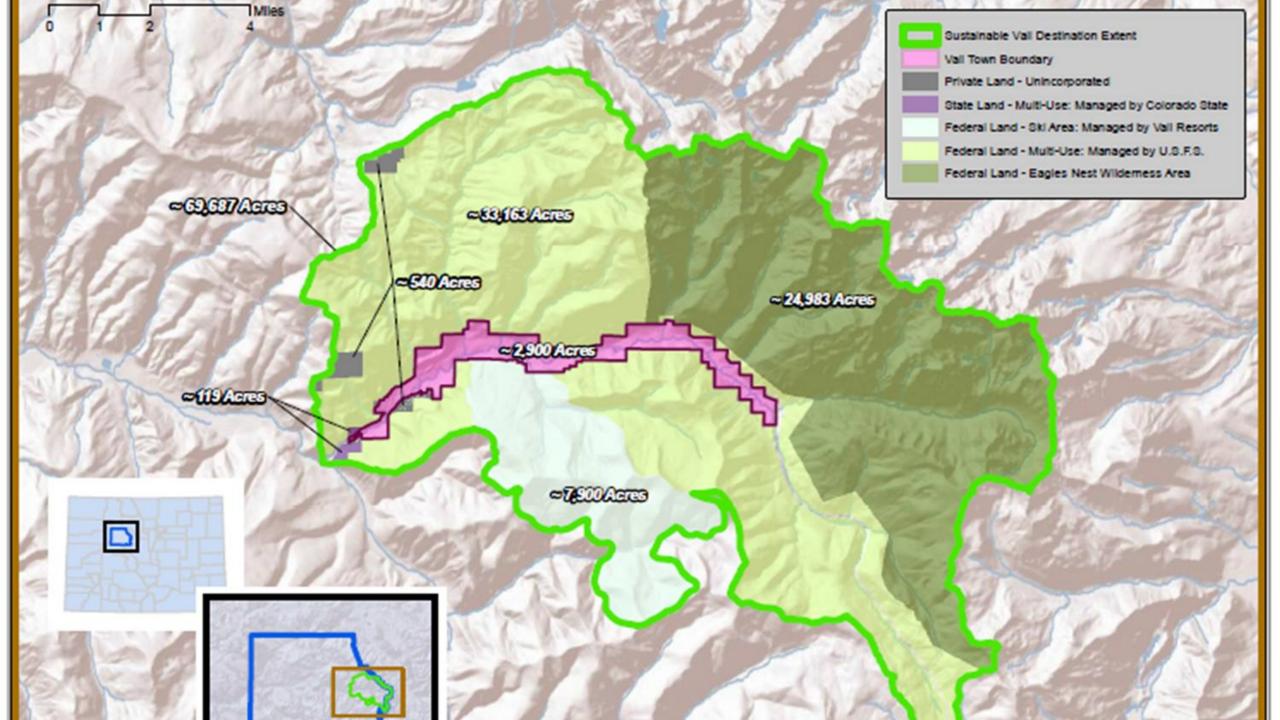
3) COMMUNITY & CULTURE:

- Equality & Preventing Exploitation
- Safety & Emergency Response
- Opportunities
 - Career/Training (Mtn IDEAL)
 - Housing (Mtn IDEAL)
 - Purchasing & Entrepreneurs
- Engagement
 - Stakeholder Participation
 - Promotion
- Cultural Heritage Protection



4) ENVIRONMENTAL RESOURCES:

- Waste Reduction
- Water Management
- Energy Conservation
- Greenhouse Gas Emissions
- Light & Noise Pollution
- Environmental Controls
 - Snow Making (Mtn IDEAL)
 - Snow Melting (Mtn IDEAL)



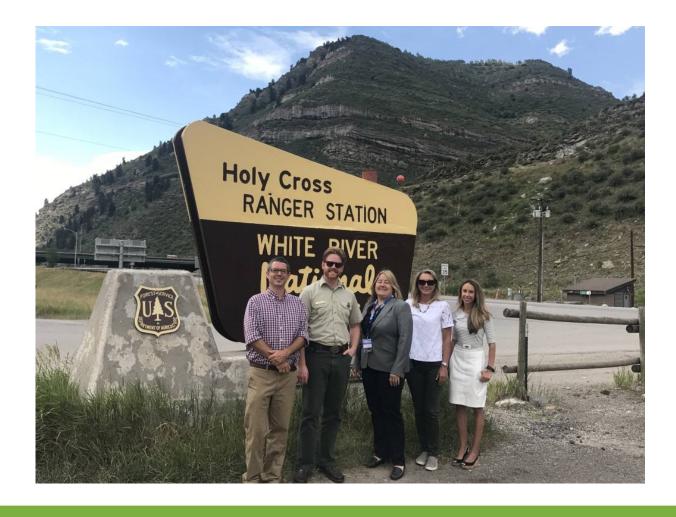


















The Town of Vail and Vail Mountain ask you to join on this journey and embrace the mountain IDEAL:

NNOVATION

Innovate and try something new in sustainability. Support Actively Green certified businesses, eat local food at restaurants and events, celebrate with local artisans and musicians.

DIVERSITY

Protect local biodiversity and our mountain community's natural and cultural heritage. Discover how people from around the world make our community unique. Let the diversity of nature be your mentor.

EDUCATION

Take an active role in learning what it means to be a sustainable destination. Learn with us, share with your friends and family, and become a lifelong learner on the journey to sustainability.

AUTHENTICITY Seek out meaningful authentic experiences. Celebrate the special character and history of our mountain community. Enhance your well-being. Meet new friends and learn and grow together.

LEADERSHIP

Empower yourself and others. Do good. Be a sustainability champion. Lend a hand. Support our community's shared vision of a flourishing future. Be the change you want to see in Vail.

The Community
Business Recycling
Challenge includes
free, customized
training, progress
reports and awards in
three categories.











TUESDAY, JULY 24 | 12 PM

The Grand View, 3rd Level Lionshead Welcome Center

LUNCH



Come enjoy a complimentary lunch and listen to Kim Langmaid, Founder of Walking Mountains Science Center and Vail Town Council member, describe the Town of Vail's efforts to become the first U.S. Sustainable Destination. Experts from the Town of Vail, Walking Mountains Science Center and Eagle River Watershed Council will be on hand to answer questions about what residents can do to help Restore the Gore. There will also be stickers and informational brochures available to attendees.









Come enjoy a complimentary lunch and listen to Pete Wadden, Town of Vail Watershed Education Coordinator, discuss the history and ongoing controversy surrounding the philosophies of Conservation and Preservation in the United States. Experts from the Town of Vail, Walking Mountains Science Center, and Eagle River Watershed Council will be on hand to answer questions about what residents can do to help Restore the Gore. There will also be stickers and informational brochures available to attendees.

GORE CREEK















Sole Power is a free green commuting challenge for the Eagle Valley. Participants can track their mileage and carbon emissions from Memorial Day through Columbus Day. Local business teams compete to and share results on the Team Leaderboard.

www.solepower.org

- Local businesses promote to customers who voluntarily make a 1% donation with their purchase.
- Customers have the opportunity to opt-out of the program.
- The 1% donation is clearly outlined on the sales receipts.
- Funds collected help promote and restore healthy rivers, clean water, conscientious development, preservation of open space, wildlife and fish habitat, agriculture, water rights, and economic diversity throughout the Valley.















The National Forest Foundation's "Ski Conservation Fund" provides funding for action-oriented onthe-ground forest health projects. Award funds come from guest contributions at ski areas and lodges operating on or adjacent to National Forests and are matched by funds from the **National Forest Foundation.**













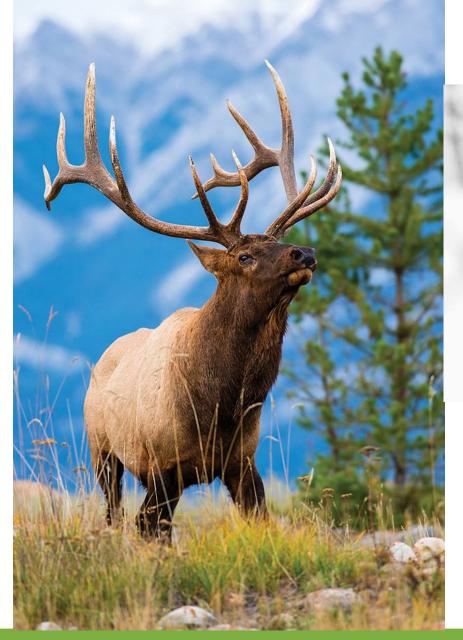


Americans' love of hiking has driven elk to the brink, scientists say

PROPOSED DEVELOPMENT IN COLORADO COULD HARM BIGHORN SHEEP HERDS

















HELPI

New: Reservations Required to Visit





"Required reading for anyone interested in the future of travel."

— ARTHUR FROMMER

OVERBOOKED

THE EXPLODING BUSINESS

OF TRAVEL AND TOURISM



ELIZABETH BECKER

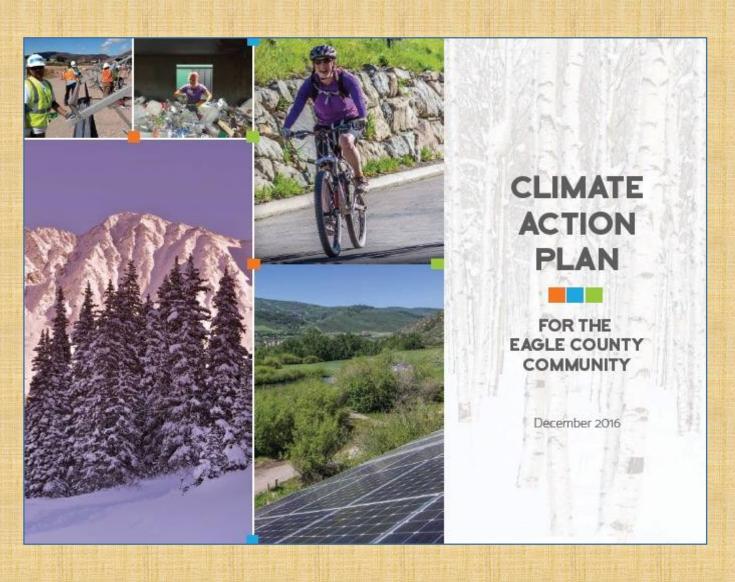


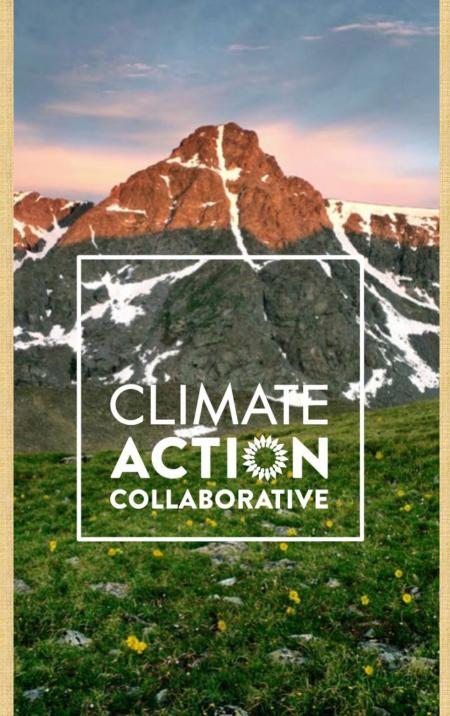


CLIMATE ACTION N COLLABORATIVE

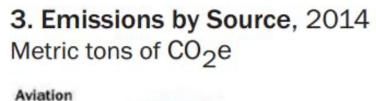


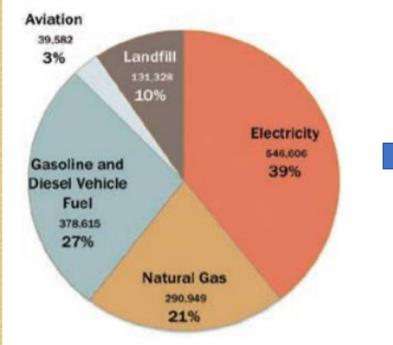






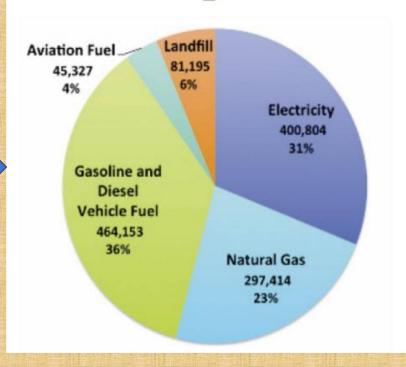
GHG Inventory





1.4 M metric tons CO2e

4. Emissions by Source, 2017 Metric tons of CO₂e



1.28 M metric tons CO2e



Reduce local carbon emissions

25% by 2025 and 80% by 2050

Sector Working Groups











Working groups are established for Buildings, Transportation, Waste, Energy Supply, and Education & Outreach.

Each group is made up of community experts in each field, who work together to implement community-scale sustainability projects

New this year – Citizens
Working Group and Water
Working Group

GHG Modeling Results

ELECTRIC VEHICLE (EV) ADOPTION

2% EV adoption from 2021 until 2030. 5% EV adoption from 2030 until 2050.

Local Governments

Support build out of EV charging infrastructure through landuse and building codes.

Lead by example, convert fleet vehicles (bus, car, and other) to all-electric.

Financially support local programs and events meant to incentivize EV adoption.

ELECTRIFICATION OF BUILDINGS

Annual 5% conversion of existing residential and commercial buildings.

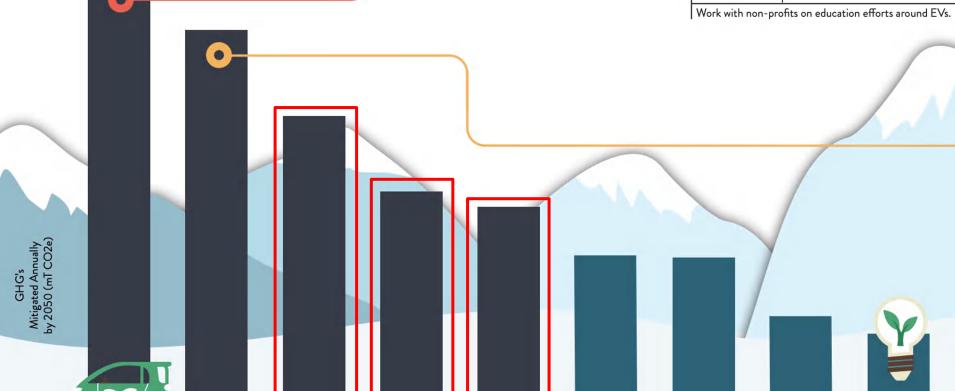
Local Governments

Provide incentives for beneficial electrification through building codes, fees, or other regulatory measures.

Lead by example, by converting government facilities to run off electricity.

Provide educational opportunities for local businesses and individuals to educate on beneficial electrification.

Simply the solar and storage permitting processes for commercial and residential properties.



Electric Vehicle (EV) Adoption

Convert Existing Buildings to All-Electric 40% Reduction in Vehicle Miles Traveled (VMT) Workforce Housing Proximity to Job Centers

Increase Transit Ridership Net Zero Construction Ban All New Natural Gas by 2030

Methane Capture in Landfill Expand Energy Smart Program

Increase Compost Access Commercial Benchmarking Construction and Demolition Waste Diversion Requirement for Building

LOCAL EFFORTS TO:

Eagle-Vall 6% Minturn 3% Singletree 2%

Wolcott 1%

Beaver Creek 1%

promote climate change education and promote sustainable practices in

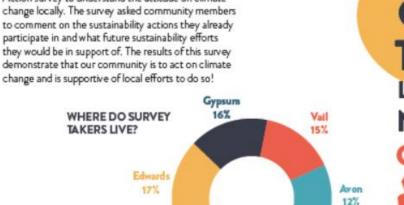
engage school children and their families to create future environmental stewards

provide incentives to landlords to use more energy efficient appliance

promote sustainable water use in hotels

Climate Action Community Survey Results

In 2018 the Climate Action Collaborative asked the Eagle County community to participate in a Climate Action survey to understand the attitude on climate to comment on the sustainability actions they already participate in and what future sustainability efforts they would be in support of. The results of this survey demonstrate that our community is to act on climate change and is supportive of local efforts to do so!



Eagle

20%

local schools 86% THINK

LOCAL GOVERNMENTS NEED TO ACT ON

CLIMATE CHANGE



WHAT DID YOU DO AT YOUR HOME?

Weather stripped & caulked

Changed lights to LEDs

44%

Unplugged appliances/ home entertainment

53%

Set Thermostats 58% to 68 degrees

Always turn off lights

BIGGEST

SURVEY TAKERS ALWAYS RECYCLE:

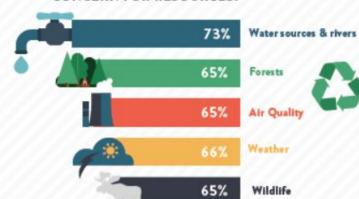
Plastics

& Metal



Other 7%

CONCERN FOR RESOURCES?



RECYCLING

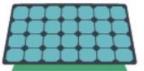
don't know how a lot of effort no recycling at apartment no space

ENERGY EFFICIENCY



someone else is in charge of maintaining the residence and they can't afford to fix it

COMMUNITY IMPACT HIGHLIGHTS



HOLY CROSS ENERGY COMMITS TO ACHIEVING 70% RENEWABLE ENERGY SOURCES BY 2021

Rebates for rooftop solar through Walking Mountains Energy Programs

DOUBLED





Example

Projects





US GREEN BUILDING COUNCIL

starts new chapter in Eagle Valley to engage local builders in green building best practices.









Be Better At Recycling

WHY? One bad bin can contaminate a truck of good bins. When in doubt, check the Eagle County Waste Wizard App.



Put In Your Recycling Bin



Glass Jars

w/out lids



Plastic Bottles. Tubs, Jugs & Jars



Tin Cans

Aluminum Cans plz don't crush







no frozen food boxes







Newspaper



Office/Mixed Paper





Magazines

Junk Mail

Don't Put in the Recycling Bin It Goes Somewhere Élse!

- Electronic-Waste
- · Greasy Pizza Boxes compost if you can!
- Large metal
- CFL Light Bulbs
- Syringes & Needles
- Textiles

Check the Waste Wizard app on where to take these items in the county.

Never Put in Your Recycling Bin

- · Plastic Bags don't bag your recyclables
- · Broken Stemware or Ceramics
- · Small Plastics utensils, cold/hot drink lids, dressing cups
- #7 PLA Plastic
- · Styrofoam

To recycle right, start here:

HOW DO YOU RECYCLE AT HOME? DO YOU PUT YOUR RECYCLING IN...



2 BINS (DUAL-STREAM)



(SINGLE-STREAM)



Dual-stream (2 bins) recycling requires that you separate your plastics, glass, cans, bottles from the paper and cardboard. In dual-stream, cardboard is not collected curbside and should be taken to a drop-

> COMMUNITY DROP-SITE > VAIL HONEYWAGON

in the communities of: TOWN OF EAGLE TOWN OF MINTURN ARROWHEAD



Single-stream (1 bin) recycling allows you to put all recyclables into the same

Note that most businesses use single-stream.

> VAIL VALLEY WASTE > WASTE MANAGEMENT

> VAIL HONEYWAGON

all other residential pick up aside from the dual stream communities on



26% RECOVERABLE

26% ORGANICS

26% RECYCLABLE

CURRENT

RECYCLING

90%

OF YOUR

WASTE **CAN BE DIVERTED** FROM

LANDFILL

OF OUR INDIVIDUAL GHG EMISSIONS **COME FROM HOW WE**

PRODUCE, CONSUME, AND DISPOSE OF OUR STUFF AND FOOD

ClimateActionCollaborative.org #BeBetterTogether



- Cardboard
- Clam-shell containers plastic fruit & veggies containers

TRICKY

- these items depend on your stream-

- Plastic cups
- Shredded Paper
- · Starbucks/other hot cups
- · Tin Foil clean and balled up



Ask the Waste Wizard at walkingmountains.org/recycle

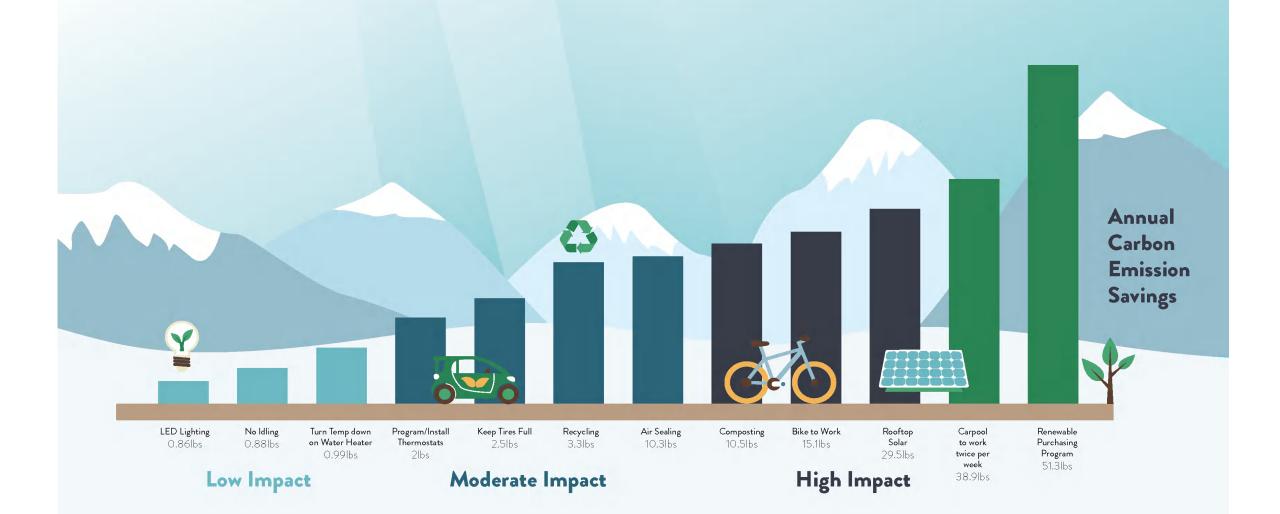


CLIMATE ACTION COLLABORATIVE walking mountains sustainability



Behavior Change

How do your actions stack up?



CAP Reprioritization



CAP Addendum + Water, Carbon Sequestration, Education & Outreach Strategies

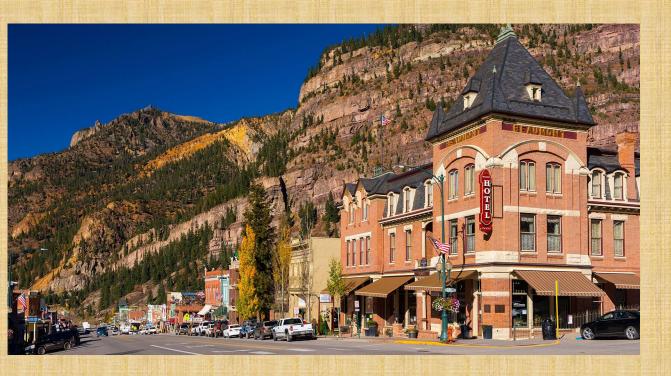
Commercial Building	Implement benchmarking program
Residential Building	Adopt "above building code" standards
Transportation	New & Improved Infrastructure to support multi-modal transportation; park n rides, complete and connected bike commuting paths and lanes throughout the County
Energy Supply	Explore new technologies, such as storage, to increase renewable energy usage
Materials Management	Divert 100% of organics currently landfilled by 2030 through compost



Accomplishments

- ✓ Accelerated the climate conversation in the valley
- ✓ Expansion of or creation of new sustainability departments or positions with partner entities
- √ County-wide collaboration on outreach and education efforts
- **✓** Connecting partners to resources
- ✓ Connecting entities to work on cobeneficial projects





We believe mountain towns have the power to have a global impact on climate change. MT2030 is a coalition of mountain towns committed to work together to aggressively reduce their carbon emissions to net-zero and hopefully by the year 2030.

We help mountain towns accelerate their progress towards their net-zero goal the following workstreams:

Setting Goals by signing on the MT2030 Pledge, analyzing and tracking carbon emissions, and prioritizing carbon reduction objectives.

Finding & Implementing Solutions by applying the Project Drawdown comprehensive framework to identify high-impact opportunities, recommending experts, and sharing know-how and experiences spanning policymaking to technical information.

Influencing Others by communicating the successful efforts of MT2030 communities and partners.



Four Planning Sectors:

- Health and wellness
- Economy
- Infrastructure
- Natural resources







Health and Wellness Resilience Strategies:

- Build community equity, trust, and civic engagement
- Ensure the health, safety, and well-being of all community residents, visitors, and workers during and after a disaster.
- Support frontline communities in preparing for and recovering from extreme weather events.
- Enhance community wellness by investing in social infrastructure and increasing community connectivity in neighborhoods.
- Increase public awareness of air quality impacts, monitoring, and response.





Economy Resilience Strategies:

- Expand community engagement and education focused on behavior changes that enhance resilience and sustainability.
- Support the financial stability of frontline families and communities.
- Support affordable housing and living wages for all residents.
- Support the growth of a diverse economy.

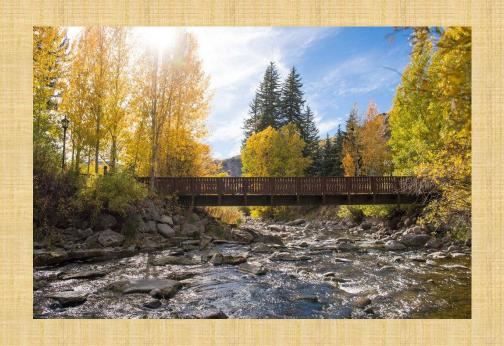




Infrastructure Resilience Strategies:

- Create redundant and resilient utility infrastructure with a focus on energy, water, and telecommunications.
- Foster and enhance coordination between organizations for pre- and post-disaster response.
- Ensure safe, effective, and equitable multi-modal evacuation strategies for the County.
- Enhance vegetation management, defensible space, and building hardening efforts across the County.
- Enforce Wildland Urban Interface (WUI) policies, zoning laws, and regulations.
- Facilitate flexible deployment of temporary housing post disaster.





Natural Resource Resilience Strategies:

- Create wildfire resilient landscapes.
- Create resilient wildlife populations by maintaining healthy ecosystems and habitat connectivity.
- Adopt and enforce requirements that improve water quality and quantity.
- Encourage adoption of innovative indoor and outdoor water efficiency programs and strategies.
- Create a multi-jurisdictional program to develop and implement best management practices for post-fire recovery.
- Implement educational programs to encourage responsible use of resources and protect ecosystem health.













Questions?

Thank you!

Kim Langmaid Ph.D.

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