

TRAINER'S MANUAL
MODULE 3

Supports the Conservation of Nature

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Module 3: Supports the Conservation of Nature

How to Use this Manual

This manual provides an outline of topics associated with the SMART principle: *Supports the Conservation of Nature*. A variety of reference materials are listed for each topic such as literature, websites, and audio-visuals. These are suggestions of relevant and more detailed information from which the Trainer may draw, according to what he/she feels is appropriate. Ideally, Trainers and Participants will continue to update the list as new sources become available. The module also incorporates numerous “real life” examples – testimonials and first person accounts – which illustrate how other northern tourism operators have found ways to support nature conservation. It is hoped that this collection of practical examples will also continue to grow.

This manual is not a textbook. It is a compilation of resources from which a Trainer may choose, with the aim of giving tourism operators, or their employees practical advice applicable to their businesses. We have made an effort to include examples from both Europe and North America, which means that occasionally there is a repetition of ideas. It is not anticipated that any Trainer will use all of the materials but, instead, will be guided by the characteristics of their group, such as:

- experience in the tourism industry
- educational level
- language abilities
- age
- homogeneity of the group
- tourism sector in which the participants work
- the time available for the workshop.

Each section of this manual offers a few suggestions of learning exercises, such as: guided group discussions, field trips, research projects and so on. The Trainer may wish to use these ideas or he/she may have favorite training methods of his/her own.

The intention of the SMART training program is to provide advice that is, to a large extent, supported by the experiences of exemplary northern operators. It is expected that the Trainer will have significant experience in training (rather than teaching) as well as field experience in a related tourism sector.

TRAINER'S GUIDE

MODULE 3

Supports the Conservation of Nature

Introduction

Module 3 reminds tourism operators that the natural environment provides the most important resources of their business. This is obviously true for outdoor operators who clearly make use of nature as part of their tourism products. But, fixed-roof sustainable tourism businesses also rely upon healthy surroundings, clean water supplies and attractive natural resources to encourage visitors to the region. Some tourism operators are actively engaged in nature conservation projects as will be seen from the testimonials below. When this is not possible, others find different ways to contribute to conservation projects within their region. The protection of our environment should be a shared responsibility.

1. Conservation project options for the tourism operator:

- **Company carries out nature conservation or recycling project;**
- **Company contributes financially to local conservation projects;**
- **Company participates in other groups' conservation and recycling projects;**
- **Company works in collaboration with nature conservation partners.**

1.1 Learning objectives

- Recognition of nature conservation as a pillar of sustainable tourism;
- Awareness and understanding of nature conservation issues in your local environment;
- Identification of local and regional conservation organizations;
- Identification of local or regional recycling projects (if they exist);
- Learn how you or your business can become involved in conservation of nature.

1.2 Suggested Training Method

- **Individual Project:** Compose an inventory of organizations involved in conservation in your community or region.
- **Individual Activity:** Enquire into local recycling projects in which you might participate; or work towards initiating one yourself.

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- Invite a representative from a local or regional conservation organization to discuss their activities and ways in which you might be involved.
- **Group Discussion:** (If there are no regional projects) Discuss conservation organizations or projects in other areas which participants are familiar with. How effective do you believe this project to be? Could a similar project be introduced to your area?
- **Group Project:** Construct a plan for starting a community recycling or conservation project including: planning, securing community support and participation, budgeting, and so on.

1.3 Training Resources

1.3.1 Print Materials

Eagles, Paul F, Stephen F. McCool and Christopher D. Haynes. *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*, World Commission Protected Areas (WCPA) , IUCN – The World Conservation Union, Madrid, 2002.

1.3.2 Websites:

Ecology North, Yellowknife
<http://www.ecologynorth.ca/>

Environmental Education Resources for Northern Canada
<http://www.eenorth.com>
Try searching “wildlife/Yukon Conservation Society” for example

WWF
<http://www.panda.org/arctic/>
Check out tourism buttons

This website talks about polar bears, facts about them, poaching, other environmental problems they face, and has information on programs like “adopt a polar bear” etc.
<http://www.defenders.org/wildlife/new/pbearpoaching.html>

1.4 Commentary and ‘Good Practices’

Conservation project options for the tourism operator

Carrying out Nature Conservation and Recycling Projects

Some companies have the knowledge, determination and resources to begin a conservation or recycling project on their own.

STS - The Mountain Hut of Grovelsjon, Sweden

We started to source-separate waste as early as 1993, a very symbolic action because the community’s refuse collection wasn’t completely organized. We were even reported for recycling too much paper! The fact is that the contractor was paid less for our garbage. ...Today the contractor is very grateful to the diligence we showed. Now he’s taking care of all recycling and has also improved his work environment. We, on the other hand, have become experts in recycling and a dialogue partner to the community. It has contributed so that the community has become really good at source-separation.

Contributing Financially to Local Conservation Projects

In other instances, an effective choice can be to contribute financially to local or regional conservation projects which are already up and running.

Fjällhästen AB offer horseback riding excursions in Lapland. A certain percentage from each package tour they sell goes to a project for saving the Arctic fox. The company operates near Arctic fox habitat – although the animal has become almost extinct in northern Scandinavia. Fjällhästen staff discuss the problems regarding the Arctic fox with their guests and in this way help to spread information on this endangered species. They also take care to avoid sensitive areas during their horseback trips. The guests are impressed and proud of being able to be part of the Arctic fox project.

Laplandsafari*, a Sami company, also supports the project and both these operations are listed on the official Arctic Fox Project website – responsibility towards nature *and* good-will marketing for the companies as well

*WWF Award Winner

Rid I Jorm, Sweden, is active in a project to save the gyrfalcon in the area. A portion of the price that the guests are paying goes straight to the project. In return, we receive information about what is happening, the actions which are taken and quite a lot of marketing. Our guests think that it’s very exiting to hear about what’s going on and are satisfied to know that they are contributing to the rescue work.

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Travelling Light, Lisa Mastny, Worldwatch Paper 159, 2001. (excerpt)

Growing numbers of privately owned tour operations are also supporting local initiatives by donating a portion of their profits to conservation, particularly as they recognize its value for their own survival. ... New York-based Lindblad Expeditions has given more than \$500,000 in client donations from its Galapagos trips to scientific research and environmental preservation efforts in the archipelago.

Quoted from Alaska Wildland Adventures’* Website:

Alaska Wildland Adventures' dedication to sustainable ecotourism practices directly benefits the wild lands and wildlife of Alaska. We generously donate 10% of our pre-tax profits to local conservation efforts. Simply by choosing an Alaska Wildland Adventures' trip or lodge package, you will join the thousands of others who, over the years, have helped to protect Alaska's treasured resources for future generations.

*WWF Award Winner

Participating in others’ conservation and recycling projects

Most countries and jurisdictions have worthwhile conservation projects that individuals and operators can participate in if they don't have projects of their own. There is a broad range to choose from – whether regional, national or international. Many of these organizations have implications for the north even if not specifically located in the Arctic.

Ecology North of Yellowknife, Northwest Territories, is a northern example of an organization which offers volunteer opportunities for local residents. [See the website address in the resource list.]

Participation may involve financial contributions through memberships or other fund-raising programs, taking part in actual activities, spreading the word, and/or keeping informed. Take the time to look into the work of the following organizations:

For the Natural Resources Defense Council, look up their website at <http://www.nrdc.org/>

Find the WWF International Arctic Programme at <http://www.panda.org/arctic>

The Nature Conservancy is at <http://www.nature.org/>

Other conservation/lobby groups are mentioned later in this module.

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Working in collaboration with nature conservation partners

There are many opportunities to work with government agencies and organizations already involved in nature conservation programs.

Rid I Jorm, Sweden

If you are not educated in nature conservation you can start to co-operate with someone who is. It's also good to complement with different education and courses. For instance, we are co-operating with a school that includes its course on Mountain Ecology with us and from which we have learned a lot. Much of the information such as inventories of species of vegetation can be found at forestry companies and authorities.

Mountain Quest Adventure Company of Alberta outlines their policy for sustainability. "Our agenda is to have everyone leave with a higher environmental conscience".

- We follow ecotourism guidelines. We use local suppliers as much as possible for lunches, transportation and other supplies.
- We use local guides and support people as much as possible
- *We educate people about the park's mission and mandate, and the importance of properly managing these special areas.*
- *We work with researchers and, on occasion, park employees, to help with program delivery and design.*
- We go to places that are away from the high human use.

Source: Pam Wight for the Canadian Tourism Commission. *Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators*, Ottawa, 2001, p, 71.

Isle of Mull Wildlife Expeditions, Scotland

Quoted from *Greening Scottish Tourism: Ten Best Practice Case Studies*

David Woodhouse is a founding member of an organization called *Holiday Mull* of which his business is also a member. The aim of the organization is to bring businesses together to market Mull as a tourism destination. ... Through *Holiday Mull*, David and others in the group have initiated a visitor tree-planting scheme. Planting will take place during the busy Easter season and will give visitors the opportunity to plant a native tree on Mull.

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Collaborating with ‘authorities’ such as national parks agencies may not always be an easy process but perseverance and good will (from both sides) can have positive results.

Quoted from: **Pam Wight for the Canadian Tourism Commission. *Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators*, Ottawa, 2001, pp. 50-51, p. 42.**

Canadian Mountain Holidays

“taking the time to understand our business; looking at commercial tourism operators as positive contributions to the park, rather than negatives...looking for opportunities to work together...most of this occurs through regular meetings during the off-season, and regular meetings on-site with Parks staff during the season.”

Kluane National Park/Vuntut National Park (Yukon)

“The most important collaborations are formal meetings with affected operators. The guidelines and issues discussed at these meetings are directly related to fulfilling our mandate to protect the resource. These meetings are used to explain the rationale and process behind the resource protection measures...you must be prepared to identify and stand by your bottom line, and you must be prepared to change if/where possible.”

Nahanni River Adventures (Northwest Territories)

“The Nahanni River Outfitters Association relations have ‘developed’ in a spirit of trust and open communications. Small number of members (4 – 5) meet yearly and communicate by phone and email during the season with Nahanni National Park.”

2. Carries Out and Shares Research

2.1 Learning Objectives

- Understand different reasons for carrying out research and some research methods used;
- Understand why it is important to share research results;
- Be informed regarding other tourism operations in your area in respect to:
 - Cumulative impacts on resources
 - Cooperation.

2.2 Suggested Training Method

- **Group/Individual Project:** Identify organizations which carry out research in your area or region (Do they use volunteers?)
- **Group/Individual Project:** Initiate or suggest a project or contest for your region: such as first sighting of a specific bird species in your area as it returns during the spring time. (Your guests can participate in this project even if they are not 'bird-watchers'.)
- **Guided Group Discussion:** Suggest an area of environmental research that is important to your region (but which is not currently being done). Who should be leading this research project (e.g. Dept of Fisheries)? Which other agencies or organizations should be involved? Are there local tourism businesses who could participate in this research? What would their role be?

2.3 Training Resources

2.3.1 Print Materials

Eagles, Paul F, Stephen F. McCool and Christopher D. Haynes. *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*, World Commission Protected Areas (WCPA) , IUCN – The World Conservation Union, Madrid, 2002.

Pam Wight for the Canadian Tourism Commission. *Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators*, Ottawa, 2001.

2.4 Commentary and ‘Good Practices’

Carries Out and Shares Research

Most operators carry out research of one kind or another; there could be several reasons for doing so:

- Researching the best location for the operation – that is, the most practical **and** the least impact;
- Researching natural history or heritage aspects of the region to include in visitor programming;
- Researching to find out how to lower the impact of their business operations
- Research that will be shared with organizations such as parks, or with other operators in order to reduce cumulative impacts in their region.

Uncommon Journeys, Yukon (Quoted from their website)

www.uncommonyukon.com/content/Environment/

“...As active members of the Wilderness Association of the Yukon we have been vocal supporters of efforts to protect the Yukon’s precious landscape and fauna. In fact twice a year we submit trip reports to the Department of Renewable Resources to help provide data used in determining the carrying capacity of the areas in which we travel.

It is our hope that our efforts will ensure that in time, your grandchildren will be able to visit the Yukon and feel the same awe that you do; as you experience this pristine wilderness with us for the first time.”

Lapplandsafari: Traditional Sami Cultural Camp

...we went collecting useful information in the area, such as measuring old edifices, taking photographs, visiting museums and talking to old people and relatives to obtain as much information and knowledge as possible. It was also important to find somewhere where the camp could fit into nature and with the right conditions – a spring, fishing grounds and hunting grounds – exactly as Sami were thinking 100 years ago. The perfect place was located in a nature reserve. We thought it would be a bit tricky because of all the strict rules about construction work and commercial business in protected areas. But we had no problem with that, thanks to all the excellent information we had found. We had, without knowing it, taken into account all the aspects that are required for a sustainable tourism project – the ecological, the social/cultural and the economic effects and benefits. The authorities considered the project favourable to the nature reserve.

Ecomertours Nord-Sud Inc., Québec

Adventure Travel and Ecotourism Best Practices Tour 2000, The Economic Planning Group of Canada on behalf of The Canadian Tourism Commission, July, 2000

Our naturalist is a certified biologist who is still continuing with her reading and research, which is necessary so that she can have an in-depth knowledge of the fauna and flora of each of the sites we visit and of the history of these places. She attends the training program of the Marine Mammal Active Observation Network, offered at the beginning of the season. As well, our biologist trains the hospitality employees in biology for when they accompany the passengers on their day excursions.

Red I Jorm, Sweden

Because of the fact that we are located in a national park and have to apply for sanction for our business, it's important to us to have close and good cooperation with nature conservators, owners of reindeers and authorities. It leads to the possibilities of exchanging information and experiences with all participants. For instance the nature conservators participate in our tour riding once a year to see how we act in nature. We, on the other hand report to them what's happening in the area. Our cooperation has been working out very well. By showing that we handle things well, we achieved an expanded sanction for our business in the national park.

3. Monitors/Reports illegal operations

3.1 Learning objectives

- Understand the importance of abiding by environmental legislation;
- Be familiar with (and abide by) local environmental legislation;
- Be aware of all (or major) tourism operations being carried out in your region;
- Understand the correct actions to take in reporting illegal operations to local authorities (e.g. who to go to; how to document occurrences).

3.2 Suggested Training Method

- **Individual/Group Project:** Collect and review relevant environmental legislation for your area to include in your resource binder. Different countries use varied systems of enforcing environmental protection and of licensing. Be sure you understand the system used in your region. What are the principles behind these laws? Do you believe they are effective? If not, what should change and why?
- **Group discussion:** Are there issues of unlicensed operations or poaching in your area? What do you think are the reasons for this? What are your suggestions for decreasing the occurrence of illegal activities which impact the environment?
- **Mini Case Study:** at your outpost camp with guests you notice a group of ‘visitors’ camped nearby. You witness them shooting one of the region’s protected species. What steps will you take?

3.3 Training Resources (North America)

3.3.1 Legislation

Travel and Tourism Act and related Regulations, Government of Nunavut found at:

<http://www.gov.nu.ca>

Push button for *Legislation* (right hand side); Nunavut Court of Justice; Library (left hand bottom); Nunavut Consolidated Regulations (Travel & Tourism) and Summaries for the Consolidated Statutes (Travel & Tourism Act). See also Wildlife Act (currently under revision)

Nunavut Land Claims Agreement. Contact Nunavut Tunngavik Inc.

<http://www.tunngavik.com/>

See Appendix 2 and 3 for examples of news stories on poaching in the Arctic.

3.4 Commentary and ‘Good Practices’

Monitors/Reports Illegal Operations

Illegal operations and, in particular poaching, are serious offences against the environment. Whether individuals engaged in poaching are actually ‘tourists’ or not, makes little difference to those whose livelihood is nature-based tourism, or indeed, to anyone who cares about the natural environment. In our northern countries there are vast areas of wilderness and unfortunately, those individuals who are officially in charge of protecting our natural resources cannot be ‘everywhere’. A good relationship and open communications with responsible tourism operators can be of enormous assistance to environmental regulators. Stopping poaching and other contemptible assaults on our shared resources is everyone’s business.

Ernie Campbell, Superintendent, North Slave Region, Department of Environment and Natural Resources Government of the Northwest Territories, Canada

“To help address the poaching problem we have a ‘Report a Poacher’ program in the NWT. Here's what we suggest for reporting suspected violations (poaching, operating without a license and so on):

Any, and all information, you have concerning a suspected violation should be recorded. Please include the following details:

- Date, time, and location of suspected violation.
- License plate number of vehicle(s) involved.
- Vehicle description (including any identifying features, for example, dents, stickers, etc).
- Description of persons involved.
- Details of suspected violation.
- Any other details you can provide.”

Polar Sea Adventures, Pond Inlet, Nunavut

Because we use the land as part of our business we have a vested interest. We exercise self-regulation regarding wildlife viewing – careful not to harass wildlife. Show our clients how fragile the Arctic is – places where footprints remain from one year to the next. Licensed operators can play a vital role in exposing bad practices and therefore aid appropriate agencies in enforcement of regulations.

Working with Parks

Mingan National Park reports their operators provide “real involvement and support to the preservation mandate of the park (e.g. operators report wrong-doing from visitors.)”

Algonquin Outfitters: “We also cooperate with park management in enforcement activities – sharing information, providing canoes for ‘undercover’ work, etc.”

Missinaibi Headwaters: “We are the eyes and ears on the river, alerting park management to infringements of the park operating plan. These come from logging encroachments, garbage etc.”

Source: Pam Wight for the Canadian Tourism Commission. *Best Practices in Natural Heritage Collaborations: Parks and Outdoor Tourism Operators*, Ottawa, 2001, p. 85.

4. Lobby government and industry on behalf of the environment

4.1 Learning Objectives

- Understand principles of effective lobbying, such as:
 - researching issues before you start to lobby
 - clarifying your lobbying goals
 - how do you gather support
 - identifying fellow-travellers
 - who do you lobby
 - how do you convey your message effectively;
- Identifying the environmental/conservation issues that are important to your region and your business;
- How to research lobby groups already in action, such as:
 - how large is the group, who speaks for them
 - what are the overt and underlying interests of the lobby group (which are not always the same).

4.2 Suggested Training Method

- **Group Project:** Review one or two major environmental lobby groups – what are their objectives? Are they effective? Do they educate their supporters? Do they have covert as well as overt goals and objectives?
- **Guided Group Discussion:** Is there an important issue to lobby for in your region? How would you choose who to approach? How could you make your presentation effective?
- **Group Debate:** ‘Protest Groups’ run on a great deal of emotion. In lobbying the government is ‘Emotion’ a positive or a negative (or both)? Why do you think so?

4.3 Training Resources

4.3.1 Print Materials

Richardson, Mary, Joan Sherman and Michael Gismondi. *Winning Back the Words: Confronting Experts in an Environmental Public Hearing*. Toronto, Garamond Press, 1993.

Travel Industry of Canada (TIAC). *TIAC's Tourism Advocacy Toolkit: Communicating Your Message*, October 2004. Order from TIAC Communications Department at swong@tiac-aitc.ca

(Note that this booklet does not especially deal with environmental issues, but it gives good suggestions on *how* to lobby.)

4.4 Commentary and ‘Good Practices’

Lobby government and industry on behalf of the environment

What is lobbying?

Lobbying is an attempt by a group of people to exert influence on a government in order to accomplish a goal.

Who should lobby?

Anyone who has a vested interest in the outcome of government policy on an issue should lobby the government in an effort to gain support. Not everyone can physically meet with government decision makers; but everyone can lend support to those who do. Backing a position can be something as simple as signing a petition or joining a membership organization. That way, when the organization approaches members of the government to discuss the importance of, for example, developing sustainable tourism, they have a large, unified body of industry members behind them lending their support.

How do you lobby?

Lobbying is done in many ways. It can be as simple as calling your MLA [Member of the Legislative Assembly] to discuss an issue that is important to you, or as complicated as hiring a large firm to bring your issue to the forefront. Although it may sound daunting, it really is simply any form of communication that tries to show government why an issue is important.

The basic idea behind lobbying is that there is strength in numbers. If a large number of people support an issue, the government is more likely to pay attention to it. That is because politicians must be elected every four to five years and will only be re-elected if they are responding to the needs of the majority of their constituents.

Lobbying can include phone calls, petitions, personal meetings with MLAs or government decision makers and many other methods of getting your message out to government and to the general population. In order to be successful, you must make a solid argument and show support of a large number of people without straying from what you are trying to accomplish. You should focus only on the goal you are trying to achieve.

The easiest way to lobby is by writing a letter to your local MLA and/or the Minister in charge of Economic Development. This way, you can clearly outline the issues that need to be addressed and can expect a reply.

Brian Webb, Nunavut Tourism
Excerpt from Training Workshop Workbook

Wilderness Tourism Association of the Yukon

Membership in the Wilderness Tourism Association of the Yukon (WTAY) is open to any individual or organization interested or involved in wilderness tourism in the Yukon. Our members are guides, outfitters, fishing lodge operators, equipment sales and rental companies, and more.

By joining the WTAY, you are making a valuable investment in your business and wilderness protection. We are at the forefront of wilderness tourism issues, regulations, and marketing initiatives in Canada. Besides supporting effective advocacy, you receive other important benefits.

WTAY Advocacy

Effective lobbying and information exchange on issues facing operators and guides

Representation in other organizations and to government

A strong and positive profile of our industry

Other existing lobby organizations which companies and individuals may join. For example:



From vast arctic tundra to majestic rainforests, Alaska's wild places are threatened national treasures. The Alaska Wilderness League is a committed voice for Alaska's wilderness in the nation's capital.

The Alaska Wilderness League works to protect the [Arctic National Wildlife Refuge](#), [Alaska's Rainforests](#), and [other wild places in Alaska](#).

5. Environmental Responsibility

Refer to the materials provided in Module 2

Operating in an environmentally responsible manner is discussed in detail in Module 2, which also provides a substantial list of reference materials. Resources from that module should be reviewed by the Trainer for a selection of those considered useful for this section of Module 3. A few examples are provided below:

5.1 Water Conservation

From Environment Canada's website:

Importance of water for tourism and recreation in Canada

Water contributes to the quality of our lives. Activities such as swimming, beach activity, boating, canoeing, and fishing allow us to experience the beauty of our lakes and rivers. More than a third of adult Canadians (8.5 million people) take part in these activities on 89 million trips or outings during the year. The presence of water also enhances activities like camping, sightseeing and photographing nature. A significant portion of the \$12 billion that nature-based tourism and recreation contribute to the Canadian GDP results from activities that depend on clean and abundant water. For example, nearly \$2 billion results from expenditures on recreational fishing alone.

<http://www.ec.gc.ca/regeng.html> - quick links "water", hit Efficiency/Conservation

Kirk J. Iwanowski in Donald E. Hawkins, Megan Epler Wood and Sam Bittman, Eds, *The Ecolodge Sourcebook for Planners and Developers*, The Ecotourism Society, Vermont, 1995, [p. 98]

Kirk Iwanoski says:

Water conservation tactics can include:

- Low flow shower heads
- Low flow toilets
- Aerators on sink taps

From Environment Canada (see website address above)

Think carefully about the quantities of wastewater your household or business produces, as well as the quality of the wastewater. Do you make it a habit of discarding solvents, cleaners and related chemicals down your drains? If you do, you may be introducing substances that are toxic to the bacterium and other organisms that play a vital role in the treatment of sewage. This statement applies equally well to urban and rural households and businesses.

5.2 Waste Management

Source:

STIPANUK, David M. *Hospitality Facilities Management and Design*, Second Edition, Educational Institute, American Hotel & Lodging Association, Lansing Michigan, 2002. [quoting: *Agenda 21 for the Travel & Tourism Industry – Towards Environmentally Sustainable Development*. WTTC, WTO, The Earth Council, 1997.]

- Reduce the waste burden by selecting products that have minimal waste implications.
- Select suppliers who agree to minimize the waste implication of their products or insist that manufacturers minimize or reuse non-essential packaging.
- Reuse products wherever possible
- Recycle where reduction and reuse is not possible or where more environmentally sound waste disposal routes are not appropriate.
- Dispose of unavoidable wastes responsibly.
- Encourage staff to employ the principles of waste minimization at home.
- Work with governments and other authorities to establish labelling schemes that provide realistic environmental information about products and disposal.
- Open recycling or disposal facilities to employees and local communities to improve overall destination quality.

5.3 Energy Conservation

Kirk J. Iwanowski in Donald E. Hawkins, Megan Epler Wood and Sam Bittman, Eds, *The Ecotodge Sourcebook for Planners and Developers*, The Ecotourism Society, Vermont, 1995, [p. 98]

Kirk Iwanowski says about **Energy Efficiency**:

Energy conservation planning can include:

- Have the property undergo an energy audit (private firm, government agency)
- Have a formal energy conservation program in place and have it communicated to all employees.
- Have a preventative maintenance program designed and implemented by the engineering department
- Have hotel staff trained and encouraged to practice energy conservation through workshops and incentive programs (as well as being incorporated into the employee orientation program)
- Hotel equipment in use should be of an energy efficient type. Consider:
 - Furnaces or other type of heating
 - Air conditioners, fans
 - Exhaust and ventilations systems
 - Heat recovery systems
 - Lighting: choice of lighting equipment, timers, photocontrols (outside), occupancy sensors)
- Record and analyse price and consumption data to identify patterns related to seasons, departments, etc.
- Make use of standard efficiency benchmarks for properties in your market segment – and use these benchmarks as goals for your property.

 Energy efficiency planning will vary significantly between different areas, type and size of facilities, variable climates, building materials, seasonality and so on. Energy efficiency in northern buildings stresses insulation, proper window fittings, and so on.

**Make use of partners in energy conservation. An example would be Arctic Energy Alliance, Northwest Territories. <http://www.aea.nt.ca>
Visit their website for more details.**

Arctic Energy Alliance (excerpts from their website)

Energy Management

[One] of our key activities is to work directly with consumers to help reduce or control their energy costs and greenhouse gas emissions. Our Energy Management Officers are available to perform energy assessments on both private and commercial buildings. An energy assessment is a written report that identifies areas where energy and cost savings can be made by changing operating procedures and/or replacing inefficient equipment or machinery.

For more information on our [Energy Management services](#) or to obtain a copy of our Energy Management Primer document, contact our Head Office in Yellowknife.

Public Policy Development

[Another Alliance role] is to provide the Government of the NWT with support and assistance in the development and implementation of energy related policies and initiatives suitable for use in the Northwest Territories.

Alternative Energy Technologies

The NWT is highly dependent on fossil fuels and as a result, our economy is a big per capita contributor of the greenhouse gas emissions believed responsible for enhanced global climate change. In order to reduce our dependence on fossil fuels, the Alliance is undertaking [demonstration and pilot projects](#) such as:

- Freeaire Cooling System - using cold outside air in refrigeration systems

SolarWall - a passive solar air heating system. To learn more about this system, please refer the [SolarWall brochure in PDF format](#).

See especially *Community Energy Planning: A Guide for Northern Communities* at <http://www.aea.nt.ca/pdf/055=GuideCommunities.pdf>

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STS - The Mountain Hut of Grovelsjon, Sweden

STS has always been working with sustainable tourism and ecotourism. In the beginning of the 90's, when ecotourism became a known concept, they started to make the adjustment of the mountain hut of Grovelsjon. The heat pumps were installed as early as 1985 because of economical reasons. But on the other hand, the economy has to be a driving force in trustworthy environmental investment. We are saving a lot of money because of our reduced consumption of non-renewable oil (1 m³ oil/year against 100 m³ oil/year). An oil-fired furnace is more safe and uncomplicated than heat pumps. We also use more electricity than earlier but it's more cost effective and renewable so it feels just right. We have chosen to convert energy from bogs, but it's also possible to use geothermal energy, wind- or airpower.

Charlie Ekberg, manager at the Hut adds:

Think with your wallet:

- Don't see investments as a cost but as a way to save and earn money.
- Think and act for a long-term, not just one season ahead – it will be rewarded in the long run.
- Don't give in and don't hurry too much – the solutions will come gradually.

The largest pressure on the environment is often the biggest cost and therefore a way to earn money by taking action. We were very surprised that the energy- and cost savings were so big – and it seems as if we are harvesting the largest returns now.

5.4 Special Issues: Endangered Species

Knowledge about endangered species is important to tourism operators in several ways:

- Respect species itself and habitat (e.g. whooping crane)
- Discourage purchase of products made from endangered species
- Be aware of import regulations which may affect your guests purchases (whether or not *you* consider the species to be endangered)
- Be able to inform your clients about endangered species, their life cycle, habitat, range, and so on.

APPENDIX 1: Alaska Wildland Adventures lists their Guiding Principles as follows (quoted from their website)

Our Guiding Principles

The following principles guide the operation of our business and our activities in the areas we visit.

Reduction of Environmental Impacts

- Leave all program and operation areas as pristine as we found them. Leave no trace of our passing except for footprints.
- Remove all of our garbage, including human wastes when wilderness camping, and if possible, clean up messes left by others.
- Reduce our impact in terms of energy consumption and material usage whenever possible, in all operations and administrative locations.
- Consciously make purchases of goods with forethought to pre-cycling as well as re-using and recycling, whenever possible.
- Voluntarily limit or decrease the use of any area if our activities are degrading the environment.
- Disperse our impact on the wildlands of Alaska so the use of the areas we visit can be sustainable. Identify those areas we are or have impacted and work to mitigate and prevent further degradation.
- Be a contributor to the conservation of the regions we visit.

Wildlife Viewing

- Approach all wildlife in such a manner that our presence does not disturb them or change their behavior. This will sometimes require observing animals from a distance even though the opportunity exists to get closer.
- Avoid critical habitat areas, such as nesting areas, that are particularly important to wildlife survival.

Guest Information and Education

- Distribute these guidelines to our guests in advance of their visit.
- Prepare travelers to minimize their negative impacts while visiting sensitive environments.
- Impart natural history information during our trips to enhance appreciation and understanding of wild Alaska to our guests.
- Aim to present all sides of environmental issues of the areas affected by our visits so that our guests understand fully the issues, choices, and challenges that we face in protecting wild areas.
- Promote awareness with others and share information and environmental practices with the community in which we live, and with the agencies with which we work.

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Business Activities

- Approach our business with the idea of sustainability so that decisions made today will not result in depriving following generations of a quality environment.
- Be upfront, forthright, and honest in all business dealings, including interactions with guests, staff, other businesses, and the land agencies for which we are permitted.
- Model and describe ideas, techniques and systems so that other businesses may follow in the pursuit of sustainable tourism and a socially responsible business.
- Contribute a voice in the communities in which we operate and within organizations to which we belong, to guide Alaska tourism toward sustainability and appropriate use of resources so that we may protect the wilderness of Alaska for future generations.
- Contribute a minimum of 10% of our pre-tax earnings to conservation organizations and causes.

APPENDIX 2 PROBLEMS WITH POACHING IN THE ARCTIC: Example 1

From *Nunatsiaq News*, Iqaluit, May 24, 2002

Poachers fined for illegal possession of falcon eggs

Two men caught with seven eggs worth about \$30,000 each on the black market

[JANE GEORGE](#)

Two men masquerading as nature photographers, one from South Africa and the other from Britain, were caught red-handed in Kuujjuaq last week with a cache of falcon eggs worth thousands of dollars on the international black market.

Ranging from creamy pink to pale yellow, peregrine falcon and gyrfalcon eggs are slightly smaller than chicken eggs, but many times more valuable.

A single falcon egg can fetch up to \$30,000 in the Middle East, where hunting with falcons is the sport of royalty.

On May 12, provincial wildlife officials and officers from Quebec's provincial police, the Sûreté de Québec, nabbed Jeffry Paul Lundrun, 40, of South Africa and Paul Charles Mullin, 34, of Great Britain with seven eggs they had plundered from nests around Kuujjuaq.

On the pretext of scouting sites for photo shoots, the pair had chartered a helicopter to visit nearby cliffs where peregrines and gyrfalcons habitually roost.

But the phony photographers were more interested in the nests than the birds' behavior, which alerted the suspicion of the helicopter pilot and others.

"Kuujjuaq isn't a big place and word travels fast. People found their activity strange," said Guy Tremblay of the Quebec wildlife protection agency.

Police and provincial wildlife protection officials Vallée Saunders and David Watt began an investigation that led to the arrest of the men.

They were charged with six counts of illegal possession of eggs and hunting without a licence and fined a total of \$7,250, the maximum permitted by Quebec's wildlife legislation.

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"They had enough money to pay their fines — which amounts to an admission of guilt — and they were freed," Tremblay said.

The men turned over the eggs and all their gear.

"They had the equipment to preserve the eggs, including a small incubator to store and transport the eggs," Tremblay said.

The day after they were charged they left Canada. It's the first time egg poachers have been caught in Quebec.

There wasn't enough evidence to charge the two with illegal trafficking of eggs, the import and export of which is banned under the Convention on International Trade in Endangered Species.

"We can, however, imagine they were linked to some organization," Tremblay said.

Tremblay said Quebec plans to alert federal officials to the men's identity so they can't try to re-enter Canada at some later date.

Meanwhile, the eggs have been sent to a bird of prey recovery centre in St-Hyacinthe, the Union Québécois de récupération des oiseaux de proie. Five of the eggs arrived in good enough condition to continue their month-long incubation period.

The plan is to eventually return the young birds to the same location they were taken from in Nunavik.

Populations of peregrine falcons and gyrfalcons took a nose-dive after the Second World War, although, thanks to an aggressive release and recovery program, the birds are no longer in danger of extinction in the Arctic.

The introduction of the pesticide DDT in 1945 nearly wiped out falcons, affecting the birds' fertility as well as the thickness of their egg shells.

That's because peregrines and gyrfalcons are hunters high on the food chain. Subsisting on ptarmigan, lemmings and other small animals, these predators accumulate toxins with each contaminated animal they consume.

DDT is now banned for use in Canada, but peregrines still show high levels of the pesticide because they migrate every year to Central and South America, where DDT is still used.

However, gryfalcons, the peregrines' larger cousins, generally winter in the Arctic. For this reason, their exposure to DDT and other toxins has been reduced, and wildlife officials say the gyrfalcon population is in better condition.

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APPENDIX 3: PROBLEMS WITH POACHING: Example 2

Look up www.adn.com

Search: Poaching

See pages 1 and 2

Appendix 4 Training Tips

Each Topic in this module lists suggested training methods. Experienced trainers will have their own inventory of training methods they have used in the past. The choice of workshop delivery styles will, of course, be dependent upon a number of factors, including:

- Age of participants
- Educational level
- Linguistic skills
- Experience in the tourism industry
- Homogeneity of the group
- Tourism sector represented
- What part of the Arctic the participants are in (trees? roads? towns? tundra?)
- and perhaps even gender of the group

The following are suggested workshop/training techniques. It is hoped that trainers will share their ideas and experiences so that additional training methods may be included in the SMART Trainers' Manuals.

- Individual Projects, including research projects
- Guided Group Discussions
- Debate over a controversial issue
- Brainstorming session
- Break-out groups
- Guest presenters
- Role Play
- Case Studies
- Field Trips
- Video resources
- Using visual resources (such as murals or posters) to generate discussion, interpretation, or role plays
- Panel of presenters
- Demonstrations (trainers or participants)
- Games
- Hand-outs, pre-course study materials