

EIGHTH ANNUAL CARIBBEAN CONFERENCE ON SUSTAINABLE TOURISM DEVELOPMENT

Financing Sustainable Tourism Projects: Environmental Improvements “A Self-Help Approach”

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Myths clouding environmental action:

- Environmental issues are not unrelated to tourism. In fact the environment is synonymous with tourism; promoting and selling tourism is promoting and selling our environment.
- Secondly: Implementing environmental programmes in hotel/tourism operations is not “Rocket Science” but a very simple and practical process applying basic common sense to the things that we need to do within our facilities.
- And thirdly: Environmental initiatives are not necessarily expensive ventures. In a study done under the Environmental Audits for Sustainable Tourism (EAST) Project it was able to demystify the illusion that the process of becoming “environmentally friendly” was an expensive process. In fact, the audit reports indicated that of the recommendations made to the hotels to improve performance, over 70% of the recommendations had a cost factor of less than US\$10.00 per room and a payback period of less than two months.

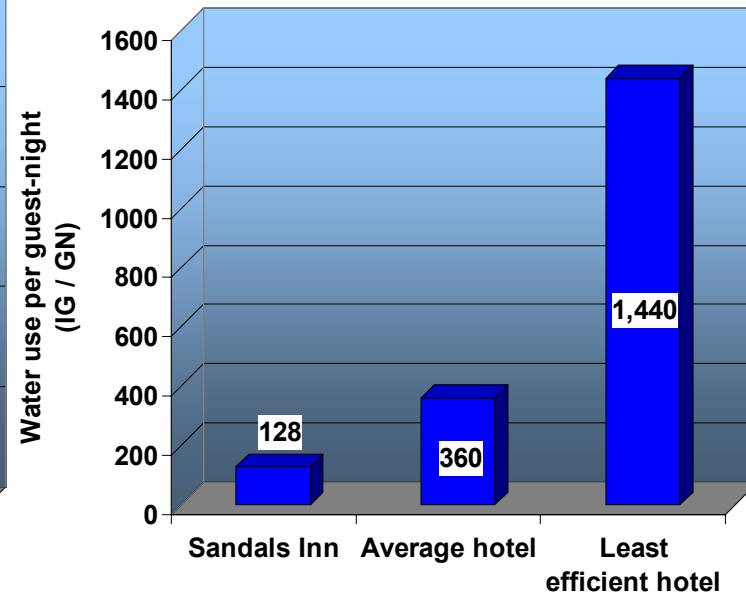
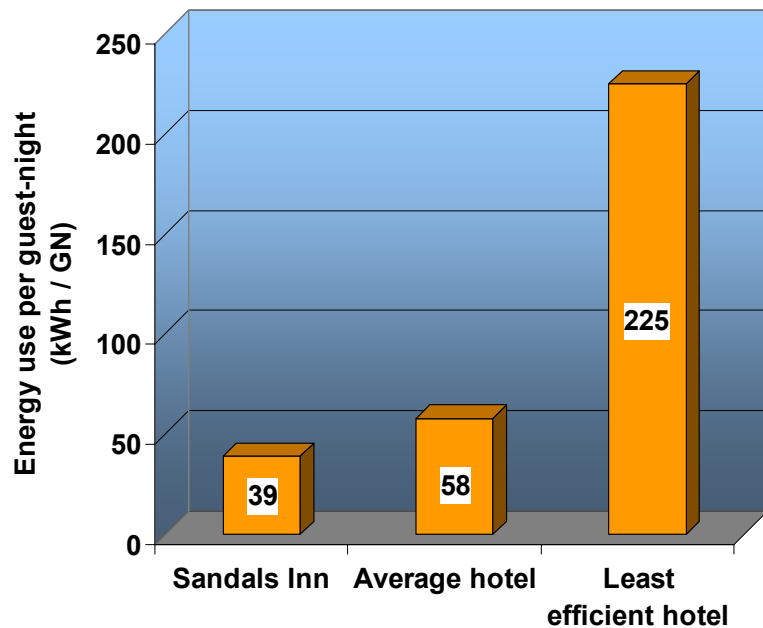
Alternative ways to assist small businesses to:

- Manage their operations more efficiently by monitoring and by cutting back on excessive waste therefore increase savings (revenue)
- Ultimately having to borrow less money
- Being properly managed businesses, have easier access to, and being able to qualify for assistance from financial institutions.

EMS helps small enterprises to:

- Monitor legal requirements for licensing and permits (statutory requirements)
- Assists in setting up operational targets and objectives; identifying the required tasks and persons responsible for those tasks, and, an incentive programme to motivate staff (planning and human resource management)
- Provides a manageable checklist/system to monitor the consumption of water, electricity and other consumable items (cost control)
- Provides management with information on monies spent and/or saved on some operational procedures (income/expenses)

Results of environmental measures and practices implemented at Sandals Inn



Comparison of energy and water use per guest-night at Sandals Inn and at the other Jamaican hotels that participated in this activity of the EAST project. The energy use figures shown above take into account all sources of energy, including electricity, LPG and diesel.

Energy conservation at Jake's

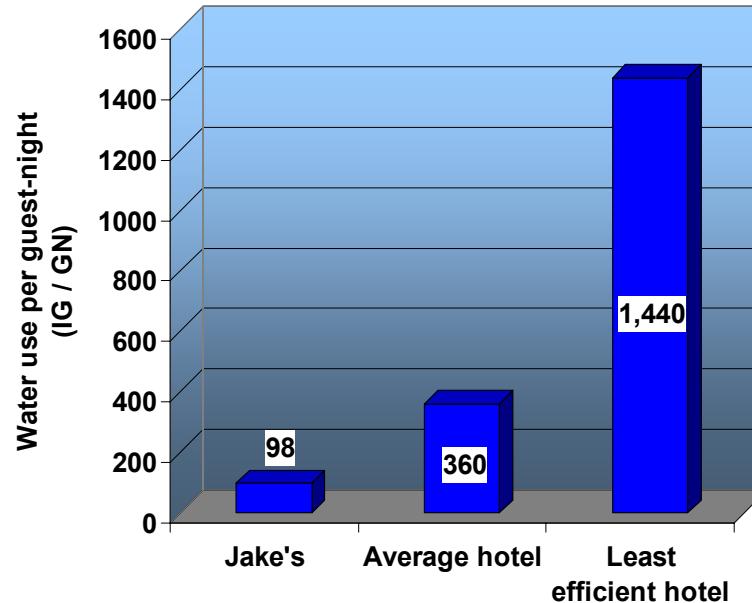
Jake's is fully committed to energy conservation and takes energy efficiency into account in all aspects of its operations, including the design of guestrooms and facilities, the selection of equipment and fixtures, the formulation of policies and standard operating procedures, and the training of employees.

It is estimated that, by being energy efficient, Jake's is able to use 157,000 kWh/year of electricity and 15,400 liters/year of LPG less than an average Jamaican hotel with an equivalent occupancy, and reduce its total energy costs by US\$ 38,500/year.

Energy efficiency measures help Jake's reduce its electricity and LPG costs by US\$ 38,500 per year, or US\$ 1,330 per room per year.

Water conservation at Jake's

Jake's water conservation measures are highly effective. They enable Jake's to achieve a water use index that is 70% lower than that of an average small and medium Jamaican hotel, and Jake's is able to consume 2,500,000 IG/year less than an average Jamaican hotel with an equivalent occupancy, and reduce its water costs by US\$ 19,300/year.



Comparison of water use per guest-night at Jake's and at the other Jamaican hotels that participated in this activity of the EAST project.

Water conservation at Green Grotto

After launching its EMS, Green Grotto put in place a number of relatively simple and low-cost measures to improve the efficiency with which it uses water in its operations. These measures have been highly effective and have helped the attraction reduce by 43% its total water consumption and by 55% its water use index (i.e., its water consumption per visitor).

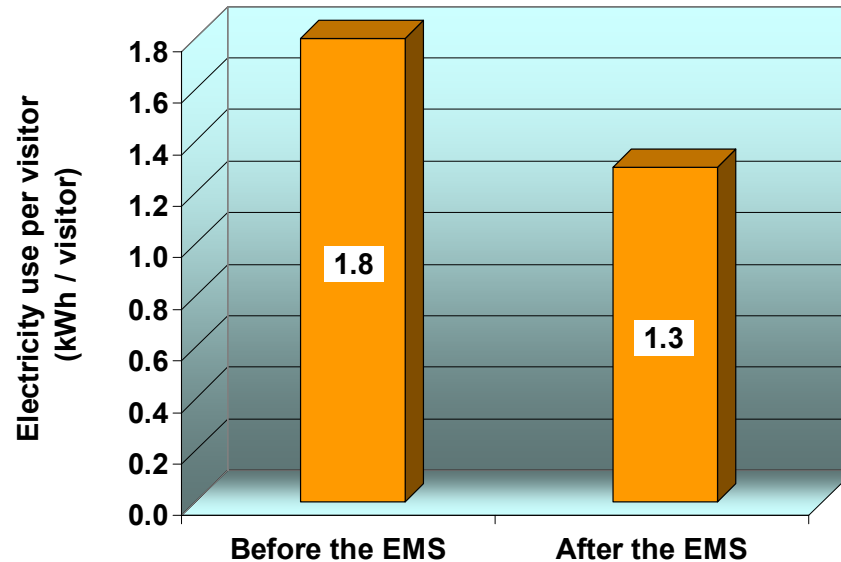
Green Grotto has reduced its total water consumption and water costs by more than 40% by adopting simple and low-cost conservation measures.

Water consumption per visitor (or water use index) before and after the start of the EMS.

Comparison of Green Grotto's monthly water consumption before and after the start of the EMS.

Energy conservation at Green Grotto

Even though the attraction's energy loads are relatively small, Green Grotto takes action to conserve energy wherever possible and, as a result, has been able to reduce its energy use index by nearly 30% since the start of the EMS.



Energy consumption per visitor (or energy use index) before and after the start of the EMS.

Innovative Financing: Bulk Purchasing and cost sharing approach:

- **Group Purchasing**
- **Environmental Programs:**
 - “Plant a Tree Programme”
 - “One \$ for the Environment

Conclusion

EMS is a “Win Win” situation

Effective management leads to efficient operations

New technologies have been developed and new ideas have emerged and therefore cannot “be business as usual”

Many success stories have emerged from our region – we must learn from them

We need to take the first steps towards helping ourselves

