



LAND ACTIVITIES – AT ONE LOCATION

SUSTAINABILITY GUIDE

This good practice guide has been developed specifically for land-based tourism businesses that operate in fixed locations, such as ski resorts, golf and country clubs and location-specific recreation and adventure tourism operations. It provides targeted and practical ideas for business sustainability. Further information, tools and similar guides for other types of tourism businesses are contained in the Ministry of Tourism website: www.tourism.govt.nz/sustainability



SUPPLY CHAIN MANAGEMENT

- Review all products and services that you purchase, and advise your suppliers that you will give preference to products that meet social and environmental criteria (e.g. based on distance from origin, biodegradability, efficiency rating, recycled content, ability to be recycled etc).
- Consider 'whole of life cost' in future product sourcing decisions (e.g. whether products can be recycled, sold or donated after use – look for supplier 'take back' schemes, consider from 'cradle-to-grave').
- Select environmentally certified goods and services, where available (e.g. Environmental Choice).
- When purchasing new appliances and plumbing fittings, select energy efficient (e.g. EnergyStar or Energy Rated) and water efficient (e.g. AAAAA or star water conservation rated) products.
- Consider fuel-type, efficiency and emissions, alongside operational needs, when selecting new vehicles (e.g. consider hybrid, bio-fuel powered or clean burning diesel).
- Select 'sustainable' clothing alternatives when sourcing new uniforms (e.g. Eco Fleeces produced from recycled PET plastic, organic merino and cotton fabrics).
- Use publishers that offer 'green' options for publishing promotional materials (e.g. vegetable-based inks printed on recycled [100% post-consumer content, Process Chlorine Free] paper) and communicate this in printed materials.
- Create written contracts when contractors are employed for cleaning and maintenance activities that involve the use of hazardous substances (e.g. cover health, safety, environmental precautions to be followed, chemical selection, handling, storage and disposal).



MINIMISING WASTE

- List all the wastes generated by the business, and think of what can be done to avoid sending them to landfill.
- Choose from the following management options for each waste stream: Avoid, Reduce, Reuse, Recycle, Compost. Regularly check on progress and costs (e.g. conduct simple waste audits).
- Reduce the use of office consumables (e.g. print double sided, keep electronic copies instead of paper, reuse paper, purchase refillable products).
- Purchase consumables in bulk to avoid unnecessary packaging and supply customers with reusable and returnable products (such as plastic entry cards, silicone wrist or thumb bands).
- Set up recycling stations to include clearly marked and labelled bins (e.g. for glass, plastics, organics, aluminium and general wastes).
- Establish a compost bin or worm farm (or outsource for collection by another agency), so that organic wastes (such as food scraps, tea leaves and tree cuttings) can be converted into fertiliser to use on site.
- Safely segregate all hazardous wastes (e.g. fluorescent light tubes and capacitors, chemical containers, batteries, refrigerant gases), and find schemes for the safe management of these wastes; ask your council for advice.
- Lobby council to support your waste management efforts (e.g. supplying kerbside recycling and collection of 'difficult' wastes).

Work with employees to identify water-saving practices (e.g. use dry clean up methods, operate washing appliances only when full).



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TOURISM
TE MANATŪ TĀPOI

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CHEMICALS AND HAZARDOUS SUBSTANCES

- Minimise use of hazardous substances on site, where other alternatives exist (e.g. install galvanised infrastructure which will not require painting, minimise volumes of fuel and oil stored on site through 'just-in-time' deliveries).
- Keep an up-to-date inventory of hazardous substances stored and used, and ensure all containers are clearly labelled.
- Display supplier-provided Material Safety Data Sheet information (detailing health, safety and environmental precautions to be followed), where chemicals are used, and train staff in handling and disposal requirements.
- Use automatic dosing for cleaning chemicals, to ensure safe handling, and that the correct amounts of chemicals are used for each task.
- Reduce contaminants by using natural products such as citrus, salt, vinegar and baking soda to clean surfaces, drains, windows and floors.
- Pull noxious weeds out by hand, or use eco-friendly herbicides.



FUEL EFFICIENCY

- Develop a Travel Plan, and adopt measures to improve the efficiency of transport within the business (e.g. provide a shuttle service to staff and customers, encourage car pooling and use of public transportation).
- Require that all drivers undergo a driver education programme, which promotes safe and fuel efficient driving.
- Regularly tune all engines, and check tyre pressures to ensure efficiency.
- Use two (rather than four) wheel drive vehicles, wherever practical.



SUSTAINABLE DESIGN

- When renovating or building, use sustainable materials (e.g. recycled or recyclable, sourced locally, long lasting, non-toxic, from a renewable resource).
- Seek professional assistance to ensure energy efficiency is maximised in any new builds or refurbishments, including:
 - maximising insulation and use of passive solar (for heating, cooling)
 - identifying most efficient room heating and cooling options (e.g. central, underfloor heating, heat pumps, night stores, ceiling fans and renewable energy sources)
 - determining most efficient lighting options (e.g. compact fluorescent lamps, solar tubes, skylights)
 - using thermal mass principles (e.g. heavy concrete floors, walls).



CELEBRATE SUCCESS

- Include sustainability successes in marketing collateral (e.g. website, brochures, sales calls).
- Share and continue to build on sustainability successes through existing channels (e.g. relevant industry associations, business networks).
- Submit an Expression of Interest to the Tourism Industry Association for the New Zealand Tourism Industry Awards.
- Hold celebratory events for staff, and encourage other local businesses to participate.



WORKPLACE CULTURE

- Implement initiatives to enhance workplace productivity, drawing upon resources identified within the NZ Tourism & Hospitality Workforce Strategy.
- Develop and implement induction and training processes that include sustainability as a core element; include in operational manuals.
- Communicate sustainability objectives to staff (e.g. through awareness sessions, meetings), encourage suggestions, actively involve them, and reward achievements (e.g. build values into performance criteria for staff).



BUSINESS MANAGEMENT

- Develop and adopt a sustainability policy for the business, and review regularly.
- Develop an Action Plan, setting out ways to enhance sustainability performance; make someone responsible for each action and impose a deadline; review to ensure deadlines are met.
- Integrate sustainability into existing management systems and processes (e.g. include as a specific agenda item in meetings, build into business plans).
- Seek to become a carbon neutral certified business, reduce CO₂ emissions as much as possible, and offset those that remain (e.g. by funding native tree planting or energy-efficient schemes to compensate for carbon released from business operations).
- Implement a formal customer feedback process which includes sustainability performance as an area for comment; introduce customer rewards for good ideas (e.g. vouchers).
- Become Qualmark® endorsed, using this guide to assist in meeting the requirements for environmental accreditation.
- Consult a business mentor, to identify ways to operate more efficiently (free up time), develop and grow the business (e.g. NZTE programmes).



WATER CONSERVATION

- Identify the main types of water consumption for your business where significant water savings could be achieved (e.g. conduct a water audit); ask your water supplier or plumber for advice.
- Monitor water consumption for each area of the business (e.g. washdown areas, showers, kitchen, gardens) daily, weekly or monthly, to identify any abnormal consumption and check for leaks (e.g. regularly inspect taps, toilets, valves and pipework, undertake night-time assessment of meters to identify leaks).
- Work with employees to identify water-saving practices (e.g. use dry clean up methods, operate washing appliances only when full).
- Use simple, low cost water saving devices (e.g. weights in non dual-flush toilet cisterns, flow restrictors in water pipes where options exist to reduce pressure, automatic shut-off spray nozzles on hoses).
- When upgrading, install water saving devices (dual flush or composting toilets, low-flow shower heads and taps, infrared or waterless urinals, self-closing taps).
- Apply mulch to gardens regularly to retain moisture, add nutrients and discourage weed growth (e.g. shredded leaves, newspaper, wood chips, grass clippings, bark chips, saw dust).
- Water gardens at a cool time of day to minimise evaporation, and use timers or rain sensors.
- Install a rainwater collection system, to collect roof water from buildings in tanks (e.g. to use for irrigation and/or cleaning).



COMMUNITY RELATIONS

- Keep the community informed of initiatives and seek involvement and support (e.g. loyalty programmes, special offers, articles in community publications).
- Employ local staff, and offer internships or tourism work-experience.
- Develop training programs covering both basic skills and those necessary for promotion, so that local people can be phased into management positions over time.
- Donate time and/or use of facilities to support a community project.
- Use the proceeds from the sale of unclaimed lost property items to support a local charity.
- Encourage customers to purchase local products and services (e.g. establish collaborative trading arrangements / customer offers with other local businesses).
- Help to develop and actively support other local tourism-related businesses (e.g. pool resources with others to market 'destination' packages).



WASTEWATER MANAGEMENT

- Recover grey-water (final rinse water) from washing processes, for re-use on site (e.g. for washing down yard areas, toilet and urinal flushing or lawn and garden irrigation).
- When carrying out maintenance, use quick-break degreasing compounds and detergents to reduce the emulsification of oils and grease.
- Regularly check and maintain any on-site septic tank systems (at least every two years), and confirm with your council whether any specific local requirements apply.
- Consider installing natural on-site wastewater treatment options that use plants or natural bacteria (rather than chemicals) to purify wastewater (e.g. wetlands, composting toilets).
- When excavating, ensure erosion and sediment control measures are in place, and that exposed areas are re-vegetated with native species as soon as practicable.
- Install a stormwater treatment system (an oil/water separator) to treat all runoff from paved car parking and yard areas. Check, clean and maintain in accordance with manufacturer's instructions.
- Label stormwater grates and cesspits 'tip no wastes – drains to sea' or paint fish symbols (stencils are available from some regional councils).

Include sustainability successes in marketing collateral (e.g. website, brochures, sales calls).



HEALTH AND SAFETY

- Owner/operators and staff should programme in holidays at least annually to enhance personal well-being.
- Implement a health and safety programme for all staff, using templates developed by the Hospitality Association (HANZ) or Worksafe.
- Develop and regularly practice emergency procedures (e.g. include evacuation, fire, chemical spill, gas leak, armed robbery, earthquake, power failure).
- Identify and manage all potential hazards and risks that could arise from activities on the site (e.g. develop a register, detailing how hazards and risks will be eliminated, reduced or controlled).
- Include details of safety policies, required health and safety measures, skill and fitness levels in pre-activity information (e.g. have customers read and sign when registering).
- Join the Accident Compensation Corporation (ACC) Workplace Safety Management Practices Programme. This attracts reduced premiums upon demonstrating that the business health and safety management systems meet the graded requirements.



CONTRIBUTION TO CONSERVATION

- Choose a variety of native plants that require less water, pesticides, fertilisers and herbicides, when landscaping.
- Set aside land as a private reserve to ensure biodiversity and attract NZ native insect-eating birds (e.g. fantail, grey warbler, silver eye, shining cuckoo), and include signage to identify and describe native vegetation.
- Work with neighbouring landowners to control feral animals and invasive weeds within and around the site (e.g. DoC programmes, weedbuster groups).
- Educate customers as to how they can make a positive contribution to local biodiversity conservation efforts (e.g. communicate information on conservation, volunteering and sponsorship opportunities).
- Work with other tourism businesses, councils and community groups, to implement a local 'Trees for Travellers' sponsorship initiative (e.g. native tree planting by tourists on the site, or within the local area, to mitigate CO₂ emissions).
- Implement team-building days, volunteering on a local conservation project.

Develop and implement induction and training processes that include sustainability as a core element; include in operational manuals.



ENVIRONMENTAL EDUCATION

- Use interpretive boards, activity guides and briefings to ensure customers are fully aware of sustainability initiatives, and what they can do to contribute (e.g. both on the site and throughout their trip).
- Ensure that customers treat wildlife, native plants and other natural features with care and respect throughout the site, and keep to established areas (e.g. through signage).
- Improve staff knowledge of flora, fauna and the local area by reading the DoC Interpretation Handbook.



ENERGY EFFICIENCY

- Assess current energy use to find consumption patterns and the most likely places for efficiency improvements (e.g. conduct an energy audit).
- Continue to monitor energy consumption (e.g. daily, weekly or monthly, to identify any abnormal consumption and quantify energy savings); ask your energy suppliers for advice.
- Work with employees to identify and implement energy-saving practices (e.g. turning lights and equipment off when not in use).
- Install energy efficient lighting (e.g. compact fluorescent bulbs, metal halide or high pressure sodium lights, T-8 triphosphor fluorescent lamps, solar exterior lighting) and hot water systems (e.g. on-demand gas heating, insulate pipework).
- Use sensors and timers to turn off heating and lighting in areas occupied intermittently.
- Maximise efficiency of heating, ventilation and air conditioning systems (e.g. insulate, install blinds, regularly clean / replace filters, use programmable thermostat controls, adjust settings).
- Ensure fans, motors and electrical equipment are appropriate to business needs, and well maintained (e.g. keep pumps and fans clean, belt drives correctly aligned, install on-off control system, install energy efficient motor controls – such as variable frequency drives on lifts, gondolas).
- Consider using renewable sources to meet future energy needs (e.g. solar, wind, biomass, biofuels and ethanol petrol).

Establish a compost bin or worm farm (or outsource for collection by another agency), so that organic wastes (such as food scraps, tea leaves and tree cuttings) can be converted into fertiliser to use on site.

FURTHER INFORMATION:

- Tourism Industry Association 2006, Tourism & Hospitality Workforce Strategy, www.tianz.org.nz
- UNEP 2003, Switched On: Renewable Opportunities in the Tourism Industry, www.unep.fr/pc/tourism/library
- UNEP 2005, Integrating Sustainability into Business: A Management Guide for Responsible Tour Operators, www.unep.fr/pc/tourism/library
- For details of industry sustainability initiatives and sources of help, refer to the Ministry of Tourism website, www.tourism.govt.nz/sustainability

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