RESEARCH SKILLS

HTM 4090: Hospitality and Tourism Facilities Management and Design
Melanie Parlette-Stewart
WHY AM I HERE?

Melanie Parlette-Stewart (Librarian).

Your “Sustainable Facilities Design and Management” Individual Assignment requires you do research (You need at least 10 different references).

It’s key that you use credible and appropriate resources.
WHAT ARE WE GOING TO DO TODAY?

♫ Choosing the Best Information
♫ Finding Quality Sources
♫ Where you can get HELP.
Sustainability and Ski Resorts
CHOOSE THE BEST INFO: ACTIVITY

- What type of source are you looking at?
- Would you use this source in a University level assignment? Why or Why not?
The diffusion of environmental sustainability innovations in North American hotels and ski resorts

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This study examines the diffusion of environmental sustainability innovations in North American hotels and ski resorts. It seeks to understand what sustainability innovation are being adopted and the variables affecting the rate of adoption. An electronic survey was distributed to 49 medium/large hotels and ski resorts. Rogers’ diffusion of innovations theory was utilized to hypothesize that a hotel/resort manager’s perceptions of sustainability would correlate with the adoption of the innovations. Over 400 published studies have used diffusion of innovations theory to examine the innovation in mass media, public health, sociology, communication and agriculture. Results from this study revealed that the perceived simplicity of sustainability innovations and high level of opinion leadership of hotels/resorts were most strongly associated with the adoption of sustainability innovations. The perceived relative advantage of sustainability innovations and the general innovativeness of the hotels/resorts also correlated to some extent with the adoption of innovations leading to increased sustainability. Sustainability communication must emphasize simplicity and ease of adopting sustainability innovation to increase the rate of adoption. The findings provide useful theoretical knowledge an advice for change agents, opinion leaders and suppliers in the resort industry on how to further diffuse sustainability in the sector.

Keywords: sustainable tourism; sustainable development; diffusion of innovations tourism management; hotel; ski resort

Introduction

Concern for environmental sustainability is increasing globally (Dunlap, Gallup, & Gallup, 1993; Pew Research Center, 2007). The predominant paradigm of development through the conquering of nature is being replaced by human interdependence with the ecosphere (Hawken, 1993; McDonough & Braungart, 2002; Schmidheiny, 1992). Businesses play a key role in creating a more sustainable future through transforming their products and services to offer consumers options for a more sustainable lifestyle. This study investigates this transformation occurring in the North American hotel and ski resort industries through their adoption of sustainability innovations. Rogers’ (2003) diffusion of innovations theory (DIT), a leading model for understanding the adoption of sustainability innovations, has been the basis of thousands of studies worldwide in mass media, public health, sociology, communication and agriculture. This study uses DIT to examine four characteristics of successful innovations and two characteristics of successful innovation adopters that have been highly predictive in prior studies to investigate the diffusion of sustainability in the resort industry. Few earlier studies have investigated sustainability in the resort industry as

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Environment

Our Mission

Zero waste, zero carbon, zero net emissions — this is our goal — for Whistler Blackcomb. Zero Operating Footprint. This will only be possible with the support of our employees and our community. For all of us, Every Step Counts.

This collective mission inspires guests to visit us who are factoring environmental travel choices.

What Moves Us

Long before global warming became a household term, before most companies started touting corporate green initiatives, Whistler Blackcomb learned a hard lesson on the impacts of poor environmental performance. What began with an apology grew into one of the most dynamic efforts at sustainability planning in the ski resort industry and spurred the motivation to become a leader in the pursuit of sustainable operations. For us, the catalyst was a diesel spill in 1992 that polluted a mountain stream. An ecological tragedy that had us scrambling to clean up the mess and to look at the issues that led to the spill. This early wake-up call drove us to partner with our staff, our guests and our community to find ways to reduce our environmental footprint while continuing to provide the best mountain experiences on the planet. We have a long way to go, but we believe that these continued partnerships will help us reach our goal of Zero Operating Footprint.

Zero Operating Footprint

Since 2000, we have reduced our waste by more than 60%. Between 2008 and 2009 alone, we saw waste reduced by 42% in our restaurants through the implementation of large-scale composting at our large facilities. If we purchase with the end in mind, reduce packaging, disposables, recycle and compost, we can reach zero waste. We have reduced our energy consumption by 15% and continue to implement energy efficiency projects across our operations.

In 2010, a micro hydro renewable energy plant located in the middle of the mountain at Whistler Blackcomb will reach Peak Energy Production. The project returns to the grid the equivalent of Whistler Blackcomb’s annual demand. Not only is it a Zero Operating Footprint possible, it represents good business. Today, our sustainability programs return over $750,000.00 in savings to our bottom line and help improve efficiency and employee and guest satisfaction.

Key Result Areas

1. Energy
   Whistler Blackcomb is committed to minimizing our consumption of fuel and electricity through behavioral changes, retrofits and clean technologies with a focus on assisting guest and resort community reductions.

2. Mountain Ecosystems
   By identifying and protecting special places on the mountains, Whistler Blackcomb encourages a respectful relationship between the experiences of our guests with the health of the mountain ecosystem. We will continue our efforts to mitigate the risk of fire and take a restorative role with our mountain ecosystems by improving our operating procedures and design of projects.

3. Waste
   Through responsible purchasing, innovative waste solutions, reuse and recycling, Whistler Blackcomb will strive for zero waste.

4. Awareness and Education
   Whistler Blackcomb strives to provide as many entry points as possible for our staff and our guests to learn about sustainability and opportunities to participate.

5. Social Involvement
   We see Whistler Blackcomb as a community within a community. As such, we try to be active partners and ensuring open communication, cooperation and having a positive impact.

6. Environmental Awards
   At Whistler Blackcomb, we are grateful for the recognition we have received for our efforts in working toward sustainability.

7. Environmental Team
   Meet the Whistler Blackcomb Environmental team.
NSAA
Sustainable Slopes
ANNUAL REPORT 2013

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Source: http://www.nsaa.org/environment/sustainable-slopes/
ISO 14000 Update

Ski Club of Great Britain recently launched an online “Green Resort Guide.” The guide offers an environmental-practices checklist for over 200 resorts worldwide, including recycling, green power use, traffic reduction, sewage management, climate policy, and green building policy. Descriptions of the resorts’ initiatives expand on each site’s specific sustainability practices, and list environmental achievement awards and ISO 14001:2004 certification.

Ski Club of Great Britain hopes that the resort guide will help raise the bar for ski industry environmental standards and practices, as well as provide outdoor enthusiasts with holiday planning information.

One resort listed in the Green Resort Guide, Aspen Skiing Company (ASC; Aspen, Colorado, USA) has an exemplary record of environmental management practices, for which it has received numerous awards. In 2004, it became the first U.S. ski resort to earn ISO 14001:2004 can provide services like Leadership in Energy and Environmental Design (LEED) certification, public relations campaigns, energy options and efficiency strategies, solid waste management, and sustainability reporting guidance.

Of Great Britain’s five ski resorts (Cairngorm [Aviemore], Glencoe, Glesaer, Nevis Range, and the Lecht), all located in Scotland, only Cairngorm and Nevis Range have environmental programs.

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Aude Schneider, Director of Environmental Affairs, Aspen Ski Company, P.O. Box 1248, Aspen, CO 81612, USA. Tel.: +1 916 308 4915; E-mail: aschneid@aspensnowmass.com; Web site: www.aspensnowmass.com.

How can you tell the what information is “better”?

Choose the Best Info: Why Evaluate? (VIDEO)
CRAAP TEST: CURRENCY

The timeliness of the information.

- When was the information published or posted?
- Has the information been revised or updated?
- Is it current or out-of-date for your topic?
- Are all the links working?
CRAAP TEST: RELEVANCE

The importance of the information for your needs.

☐ Does the information relate to your topic or answer your question?

☐ Who is the intended audience?

☐ Is the information at an appropriate level?

☐ Have you looked at a variety of sources to make sure this is the best one?

☐ Are you confident and comfortable using this source for an academic assignment?
CRAAP TEST: AUTHORITY

The source of the information.

- Who is the author? (publisher, source, sponsor)
- What are the author’s credentials or the source’s reputation?
- What makes them qualified to write on the topic?
- Can you get in touch with the author? (contact information / email)
CRAAP TEST: ACCURACY

The reliability, truthfulness and correctness of the information.

- Where does the information come from?
- What evidence do they use to back up their claims / statements?
- Has the information been reviewed or refereed?
- Can you verify it with another source?
- Is there bias?
CRAAP TEST: PURPOSE

The reason the information exists.

- What is the purpose of the information?
- Is it fact? Opinion? Propaganda?
- Is it objective and impartial?
- Consider the bias! (Political, ideological, cultural, religious, institutional)
FIND INFO: TODAY’S RESEARCH TOPIC

Sustainability and Ski Resorts
Where do we start?
FIND INFORMATION: COURSE GUIDE

Course Guide: http://guides.lib.uoguelph.ca/HTM4090
BEFORE YOU SEARCH

- What keywords or phrases describe your topic?
- Are there synonyms (other words that mean the same or nearly the same)?
- Related Words
LET’S RESEARCH: TIPS

- Refine Your Results:
  - Resource Type
  - Date
  - Subject
QUESTIONS?
GETTING HELP
MORE HELP @ YOUR LIBRARY

• Help finding sources for assignments
• Get feedback on your writing
• Learn about citation and reference styles
• Time management and study strategies
• Supported Learning Groups (SLGs)
• Hands-on workshops and more!

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