



ECO GLOSSARY

:a guide to sustainable tourism terminology

AGRITOURISM:

Visiting a working farm or any agricultural, horticultural or agri-business operation for the purpose of enjoyment, education or active involvement in the activities of the farm or operation.

BASELINE:

The starting point against which a program's outcomes are measured.

BENCHMARKING:

The process of comparing performances and processes within an industry to assess relative position against either a set industry standard or against those that are "best in class." Benchmarking is not synonymous with baselining which establishes the existing level of performance within an operation.

BIODEGRADABLE:

Capable of being decomposed or broken down by natural biological processes, into simpler, more stable organic compounds.

BIODIVERSITY:

The diversity of living organisms in all of their forms and levels of organization including the diversity of genes, species, and ecosystems as well as the evolutionary and functional processes that link them.

CAPACITY BUILDING:

Efforts aimed to develop human skills or societal infrastructures within a community or organization needed to reduce the level of risk. In extended understanding, capacity building also includes development of institutional, financial, political and other resources, such as technology at different levels and sectors of the society.

CARBON CALCULATORS AND PROTOCOLS:

Nationally and internationally accepted carbon calculators or protocols include: Sustainable Travel International's MyClimate™ carbon offsets calculator, The GHG Protocol Corporate GHG Accounting and Reporting, Climate Neutral Network's greenhouse gas calculator, and The Java Climate Model.

CARBON DIOXIDE EQUIVALENT (CO₂E):

The universal unit of measurement used to indicate the global warming potential (GWP) of each of the seven greenhouse gases. It is used to evaluate the impacts of releasing (or avoiding the release of) different greenhouse gases

CARBON FOOTPRINT:

Measure of the impact our activities have on the environment, and in particular climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through burning fossil fuels for electricity, heating, transportation, etc. The measurement of all greenhouse gases we individually produce and has units of tons (or kg) of carbon dioxide equivalent.

CARBON OFFSETTING:

Carbon Offsetting is the term given to a mechanism which seeks to counter-balance carbon emissions through either the sequestration of carbon in biomass or through the purchase of 'carbon credits' on the international market.

CERTIFIED ORGANIC:

A certification process for producers of organic food and other organic agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers and restaurants. Requirements vary from country to country, and generally involve a set of production standards for growing, storage, processing, packaging and shipping that include but may not be limited to: avoidance of synthetic chemical inputs and genetically modified organisms; use of farmland that has been free from chemicals for a number of years (often, three); keeping detailed written production and sales records; maintaining strict physical separation of organic products from non-certified products; and undergoing periodic on-site inspections. Certified organic producers are also subject to the same agricultural, food safety and other government regulations that apply to non-certified producers.

COMMUNITY GARDENING:

Any piece of land gardened by a group of people. Gardens can be urban, suburban, or rural. Considered either produce or flowers. It can be one community plot, or can be many individual plots. Schools, hospitals, museums, parks and neighborhoods can all host a garden. It can also be a series of plots dedicated to "urban agriculture" where the produce is grown for a market.

COMPOSTING:

Process whereby organic wastes, including food wastes, paper, and yard wastes, decompose naturally, resulting in a product rich in minerals and ideal for gardening and farming as soil conditioners, mulch, resurfacing material, or landfill cover. Compost is a finely divided, loose material consisting of decomposed organic matter. It is primarily used as a plant nutrient and soil conditioner to stimulate crop growth. Although many people associate compost production with small garden compost piles that are tended with a shovel, most compost is produced in large municipal, industrial, or agricultural facilities using mechanized equipment

CONSERVATION:

The protection, preservation, management, or restoration of natural environments and the ecological communities that inhabit them. Conservation is generally held to include the management of human use of natural resources for current public benefit and sustainable social and economic utilization.

ECOTOURISM:

According to the US-based Ecotourism Society, 'Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people.'

ENVIRONMENT:

A combination of the various physical and biological elements that affect the life of an organism. Although it is common to refer to 'the' environment, there are in fact many environments e.g., aquatic or

think eco. it's in our nature.

terrestrial, microscopic to global, all capable of change in time and place, but all intimately linked and in combination constituting the whole earth/atmosphere system.

ECO-FRIENDLY:

As related to the travel industry, having a beneficial effect on the environment and or on local and indigenous people and their communities.

ECOLOGICAL FOOTPRINT:

The Ecological Footprint has emerged as the world's premier measure of humanity's demand on nature. It measures how much land and water area a human population requires to produce the resource it consumes and to absorb its wastes, using prevailing technology.

ECOSYSTEM:

All living organisms and their physical surroundings found in a particular environment, such as a forest, a desert, or a coral reef.

ENERGY CONSERVATION:

Energy conservation is the practice of decreasing the quantity of energy used. It may be achieved through efficient energy use, in which case energy use is decreased while achieving a similar outcome, or by reduced consumption of energy services. Energy conservation may result in increase of financial capital, environmental value, national security, personal security, and human comfort. Individuals and organizations that are direct consumers of energy may want to conserve energy in order to reduce energy costs and promote economic security. Industrial and commercial users may want to increase efficiency and thus maximize profit.

ENERGY EFFICIENT:

Requiring a minimal amount of energy to produce a maximum yield. Where available, energy efficient products may be identified by

bearing the U.S. Environmental Protection Agency's Energy Star® label, or otherwise indicate energy efficiency when compared with other similar equipment using established, industry-standard testing methods.

ENERGY STAR®:

A voluntary energy-efficiency program sponsored by the U.S. Department of Energy (DOE) and the Environmental Protection Agency (EPA) which rates products that save energy by meeting strict guidelines.

ENVIRONMENT:

The components of the Earth, including but not limited to land, water and air; all layers of the atmosphere; organic and inorganic matter; living organisms; and the interacting natural systems.

ENVIRONMENTAL IMPACT:

Any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organization's activities, products or services.

FAIR-TRADE:

Fair-Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing their rights of, disadvantaged producers and workers.

GEOTOURISM:

Focuses on preserving a destination's geographic "character"-the combination of natural and human attributes that make one place distinct from another. Geotourism encompasses cultural and environmental concerns, as well as the local impact tourism has upon communities and their individual economies and lifestyles.

GRAY WATER OR GREY WATER:

Wastewater composed of wash water from kitchens, bathrooms, tubs, sinks, laundry tubs and or washers that contains chemical or chemical-biological ingredients such as soaps, detergents, etc. It's distinct from wastewater that has been contaminated with sewage, which is referred to as black water.

GREEN PURCHASING:

Purchasing that places preference on products or services which have a reduced environmental impact in their life cycle (i.e., the producer is responsible for the product from cradle to grave), which are designated as environmentally friendly by an eco-label (compared to those that are conventionally farmed or produced), which are locally produced by locally owned businesses, or which are fair trade certified.

GREEN TAGS:

Green Tags are created when wind power or other renewable energy is substituted for traditional power. The result is a shift away from dependence on burning fossil fuel to produce electricity. Using clean renewable energy is eco-friendly, reducing greenhouse gases emissions. However, it's still a little more expensive than buying traditional power, so Green Tags can be purchased in addition to the electricity that you use. Buying Green Tags has the same effect as buying green power. Both replace fossil fuel generators with clean renewables, and both have exactly the same environmental benefits

GREEN TOURISM:

A form of sustainable, rural tourism (providing natural and cultural resources, traditions, products all in line with the local identity), but with a sounder aim to respect and preserve the natural resources and adapted to fit the context of northern, fragile landscapes. The main aim is to find a way of using and appreciating these areas of natural beauty without damaging them

GREEN TRAVEL:

Green travel involves selecting travel options that have minimal or positive environmental impact. Some examples of green tourism practices are: smaller scale operations, innovative recycling and reusing programs within hotels, volunteer conservation efforts, low-impact camping and offsetting your carbon emissions. Choosing travel options that are green can help to preserve the environment for future generations to experience.

GREENHOUSE GASES:

Gases such as water vapor (H₂O), carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydro fluorocarbons (HFCs), per fluorocarbons (PFCs), and sulphur hexafluoride (SF₆) in the atmosphere that absorb heat radiated from the surface of the Earth and trap heat from the sun. The increase of these gases in the atmosphere contributes to global warming and is caused by the burning of fossil fuels, emission of pollutants and deforestation. An increase in energy efficiency can lead to a decrease in greenhouse gas emissions.

GREENWASHING:

The falsification of objective requirements for environmental conservation, ecological sustainability, and/or socio-cultural responsibility so as to present an environmentally responsible public image.

JUST-IN-TIME (JIT):

An inventory strategy that strives to improve a business's return on investment by reducing in-process inventory and associated carrying costs.

LEED:

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System, developed by the U.S. Green

think **eco.** it's in our nature.

Building Council (USGBC), provides a suite of standards for environmentally sustainable construction.

NOISE ABATEMENT:

Noise abatement or mitigation is a set of strategies to reduce noise pollution. The main areas of noise mitigation or abatement are: transportation noise control, architectural design, and occupational noise control. Roadway noise and aircraft noise are the most pervasive sources of environmental noise worldwide, and remarkably little change has been effected in source control in these areas since the start of the problem.

NOISE POLLUTION:

Unwanted, harmful or offensive sounds that is unreasonably intrusive. It is recommended that humans not be exposed to noise levels exceeding 85 decibels for a maximum period of six continuous hours.

ORGANIC:

These products contain at least 95–99% organic ingredients (by weight). The remaining ingredients are not available organically but have been approved by the NOP. These products may display the USDA Organic seal. Refer to USDA national organic program.

POLLUTION:

The contamination of ecosystems (e.g., soil, water, living organisms) and the atmosphere by artificial means through the discharge of harmful substances as a consequence of human activities.

POST-CONSUMER:

End products or materials that have completed their life cycles as consumer items and have been recovered or diverted from

the waste stream for recycling that would have otherwise been disposed of as solid wastes.

POTABLE WATER:

Water that meets applicable quality standards for drinking water, or is safe for consumption in drinking, eating and cooking by humans.

RECYCLED:

Products that may include post-consumer and or pre-consumer materials. If the contents of a product are only labeled “recycled,” without specifying post-consumer content, the product may contain only pre-consumer materials.

RECYCLING:

Process by which products or materials that would otherwise become solid waste are collected, separated or processed and returned to the economic mainstream to be reused in the form of raw materials or finished goods.

RENEWABLE ENERGY:

Renewable energy quickly replaces itself and is usually available in a never-ending supply. Renewable energy comes from the natural flow of sunlight, wind, or water around the Earth. With the help of special collectors, we can capture some of this energy and put it to use in our homes and businesses. As long as sunlight, water and wind continue to flow and trees and other plants continue to grow, we have access to a ready of supply of energy.

RESPONSIBLE TOURISM:

A type of tourism that is practiced by tourists who make responsible choices when choosing their vacations. These choices reflect responsible attitudes to the limiting of the extent of the sociological and environmental impacts their vacation may cause. This is sometimes referred to as ethical tourism. Responsible tourism

represents an approach to engaging with tourism, be that as a tourist, a business, or locals at a destination. It emphasizes that all stakeholders are responsible for the kind of tourism they develop or engage in. Tourism should become 'better' as a result of the responsible tourism approach.

SOCIAL NORM:

In sociology, a norm or social norm is a pattern of behavior expected within a particular society in a given situation. The shared belief of what is normal and acceptable shapes and enforces the actions of people in a society. The very fact that others in one's society follow the norm may give them a reason to follow it. Important norms are called mores.

SOLID WASTE:

Any garbage, refuse, sludge and other discarded material, including solid, liquid, semi-solid or contained gaseous material, resulting from industrial and commercial operations, or from community activity.

SOLID WASTE REDUCTION:

A systematic approach used to decrease solid waste resulting from industrial and commercial operations, or from community activity.

SUSTAINABLE AGRICULTURE:

An approach to growing pesticide and antibiotic free food and fiber which is profitable, uses on-farm resources efficiently to minimize adverse effects on the environment and people, preserves the natural productivity and quality of land and water, and sustains vibrant rural communities.

SUSTAINABLE DEVELOPMENT:

Sustainable development has as many definitions as subscribers.

In essence, it refers to economic development that meets the needs of all without leaving future generations with fewer natural resources than those we enjoy today. It is widely accepted that achieving sustainable development requires balance between three dimensions of complementary change:

- Economic (towards sustainable patterns of production and consumption)
- Ecological (towards maintenance and restoration of healthy ecosystems)
- Social (towards poverty eradication and sustainable livelihoods)

SUSTAINABLE TOURISM:

An industry committed to making a low impact on the environment and local culture, while helping to generate income and employment for local people. The aim of sustainable tourism is to ensure that development is a positive experience for local people, tourism companies and tourists themselves.

VOLATILE ORGANIC COMPOUNDS (VOC):

VOC's are hydrocarbons released from burning fuel such as gasoline and oil, as well as vapors from paints and cleaning solvents. These vapors are released into the atmosphere and are acted upon by the sun and heat and combine with Nitrogen Dioxide (NOx) to form ozone.

VOLUNTARY CARBON STANDARD (VCS):

The Voluntary Carbon Standard provides a robust, new global standard for voluntary offset projects. It ensures that carbon offsets that businesses and consumers buy can be trusted and have real environmental benefits.

think **eco.** it's in our nature.

VOLUNTOURISM:

Volunteer tourism describes a field of tourism in which travelers visit a destination and take part in projects in the local community. Projects are commonly nature-based, people-based or involve such things as painting, restoration or construction of buildings, trail management, cleaning a state or local park, etc.

WASTEWATER:

Water with waste materials or pollutants dissolved in it, containing waste including gray water, black water or water contaminated by contact with waste, including process-generated and contaminated rainfall runoff, water that has been used in sewage systems and in industries and businesses that is not suitable for reuse unless it is treated.

XERISCAPE:

Refers to landscaping and gardening in ways that reduce or eliminate the need for supplemental irrigation. It is promoted in areas that do not have easily accessible supplies of fresh water, and is gaining acceptance in other areas as climate patterns shift.



ENCOURAGING CONSERVATION IN OKLAHOMA

TRAVEL**OK**.COM