



Focus Groups

- It was clear that the casino did not destroy the local community
- It was a vehicle for the Native Americans to be able to save their culture
- The Chumash were extremely sensitive about local businesses and culture before okaying the casino
- Meetings were held with local businesses and government beforehand

Focus Groups

- No local businesses were known to be destroyed
- Local schools and public services have benefited greatly from casino profits
- Concerns with gambling and drinking abuse were handled up front, not responded to after they became a problem



What We Learned

- Chumash casino an excellent example of sustainable developed tourism
- Actually was instrumental in saving a culture, not destroying it
- Shows what can happen when tourism is planned correctly

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What We Learned

- Even though a program can be developed correctly, someone will always be upset
- Example of a community creating and controlling its own tourism destination
- A local community really does have the power to control tourism

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Problems on an International Level

- **Conflicts Over Resources:** “The average tourist uses as much water in 24 hours as a third-world villager would use to produce rice for 100 days.”
- **Contaminated Water:** sanitation quality is very low along with poor sewage treatment
- **Job Vulnerability:** is often seasonal and part-time and companies bring in their own workers



Problems on an International Level

- **Land Environmental Damage:** forests are cut down to create buildings and the trees are used to make souvenirs.
- **Local Community Exclusion and Exploitation:** destroyed jobs and has displaced people from their homes
- **Cultural Degradation:** tourists pay little to no money to see cultural rituals



Back Ground Information

- Living in the south central coast of California for about 13,000
- Conquered by Spanish conquistadors and American colonist
- Hunter and gather society



Back Ground Information

- Physically and spiritually connected with nature
- Did not waste any part of animal or plant
- Live by three basic laws



Back Ground Information

- Limitation-accept your own limitations do not be envy of the limitations of others rather be happy for their attributes
- Moderation- take only what you need, from the ocean as well as the land. Leave the rest for the future and the future generations to come.



Back Ground Information

- Compensation- give with out expecting anything in return.
- -Santa Ynez Reservation was established in December 1901



Back Ground Information

- In 2004 The reservation opened a hotel and casino this AAA Four-Diamond Award has attracted many people about 6000 visitors a day
- Today there are about 250 residents and close to 100 homes.



Ecological Solutions for Luxury International Hotels

- Develop golf courses using natural terrain, plant drought tolerant grass, and use less pesticides
- Use native plants of the location's land when landscaping the property
- In islands where it is possible, import clean water from the volcanic region.



Ecological Solutions for Luxury International Hotels

- ❑ Travelers should resist temptation from flying at night
- ❑ Chlorine should no longer be used in pools and Jacuzzis at resort hotels.
- ❑ The use of digital cameras should be encouraged.
- ❑ Develop docks and marinas for yachts that assists the marine life



Ecological Solutions for Luxury International Hotels from a Native Perspective

- Involve locals in the tourism of the island
- Have workshops that train locals on the importance of the natural attractions.
- Train them on how to maintain a level of safety for tourists.

Examples of Ecological Luxury Hotels Worldwide

- Nikki Beach, Turks and Caicos
 - World's first ever ecologically friendly mega-yacht marina
- The Orchid, Mumbai, India
 - Each room has an "Eco-Button" that sets the thermostat on an energy efficient mode.
 - On sight there is a wastewater treatment plant.

Estimated Costs in Building Eco Friendly Luxury Resorts

- Cost in going green does require a high price tag
- Due to the targeted clientele, the cost could be off set by the rate.
- Building expenses begin at 2,000,000+ and go into the billions (depending on the detail).



Expected Compensation

- Much detail and consideration is needed in order to effectively develop luxury in an eco-friendly matter
- The cost in assisting a company with this goal is dependent upon the size of a project.
- Our team is required to work with ecological scientists when “going green.”
- Luxury Resorts that are interested in converting their establishment into an earth-friendly resort will be charged about \$200,000 per project.
- Companies looking to our team for assistance in building a “Green Getaway” begin negotiations for proper compensation beginning at \$500,000.



Beaufort County South Carolina

- Hilton Head was a resort island and this trend has carried over onto the other Barrier Islands.
- Islands were once used for agriculture and now they are being used for a tourist destination.
- Landowners either forced or persuaded to sell their property to the developers.
- If not the property taxes increase due to all the other developments surrounding them.



Beaufort County South Carolina

- If not the property taxes increase due to all the other developments surrounding them.
- Job opportunities change.
- Jobs become specialized only jobs available to community members are min. wage jobs.



Spring Break

- Many U.S. vacation spots were filled with college students on break.
- In 1985 380,000 college students came to "Fort Liquordale" and spend \$110 million dollars!
- In Fort Lauderdale the city has changed certain laws.
- Example: no open alcohol containers

Spring Break

- No sleeping in the car and no parking at the beach.
- These small measure created a family friendly environment.
- Luxury Hotels came into Fort Lauderdale that helped clean up the city.

Spring Break

- The St. Regis Hotel now stands in place of the Candy Store, the bar that invented the "Wet T-shirt Contest"
- Daytona Beach, Panorama City Beach, South Padre Island all have similar stories.
- College spring breaks have now been pushed to the Caribbean, Mexico



Thank You

- Gabriel Garcia
- Justin Kerns
- Samantha Berson
- Kyle Konecny
- Amanda Cerreto



Sources

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