

## Royal Cliff Beach Resort

Eight to ten years ago, Pattaya provided a perfect case study of the environmental effects of mass tourism. The growing popularity of the beach resort in the past few decades resulted in a dramatic surge of commercial development, primarily businesses that were in some way related to tourism - including hotels, restaurants, shopping plazas, tour companies offering overland and water-based activities and not forgetting our own sector - meetings and conventions. Without firm regulations in place, the simplest and quickest solution often came at the expense of Pattaya's natural environment, including the discharge of wastewater directly into the sea. The situation was so bad that there were places where swimming was prohibited due to ill effects on the skin, while dolphins, a long time symbol of Pattaya, had abandoned their breeding grounds in Pattaya Bay.

In late 2000, Pattaya became the first and only resort in Asia to have a fully-integrated water treatment system. The opening of the wastewater treatment plant and its subsequent operations can be considered one of the most significant developments to take place in the city's history. None would argue that a beach resort without clean seawater has little to offer the average holidaymaker. Now that water quality has returned to normal, Pattaya can once again boast itself as one of the top resort destinations not only in Thailand, but in Asia as well.

The rehabilitation of Pattaya has been an ongoing project dating back to 1997. The board members of The Pattaya Chapter of the Thai Hotel Association (chaired by the MD of the Royal Cliff Beach Resort) and Pattaya Business and Tourism Association - the two most important tourism-related associations in Pattaya - played an instrumental role in rallying the active support and participation of private sector businesses. Private sector unity continues to be a fundamental success factor in Pattaya's revival and renaissance.

The campaign has thus far resulted in the development and subsequent operation of a large-scale wastewater treatment plant, the beautification and landscaping of Pattaya's roadways and commercial areas, the creation of natural parks, the construction of boat piers, and the all-important regulation and enforcement of environmental standards.

In addition, the Royal Cliff Beach Resort was the first individual business in Pattaya to build its very own wastewater treatment facility to combat harmful effects of water pollution. Other measures were also taken to make environmental concerns a top priority amongst the employees at the resort, paving the way for the resort to become the very first in Thailand to achieve the ISO 14001 environmental certification.

The Royal Cliff Beach Resort is a complex of 4 hotels with 1,072 bedrooms plus a Convention Centre; Pattaya Exhibition and Convention Hall. There are 1,500 staff working throughout the resort and last year we recorded almost 400,000 guest nights (almost 250,000 room nights). This uses a lot of valuable resources and produces a lot of waste.

In 2006 the resort used;

Electric power consumption	19,332,480	KWh
Gas	53,265	cubic metres
Diesel	1,136,000	litres
Vehicle fuel	71,658	litres
Water	547,797,000	litres

What efforts have been made to reduce the quantity of waste material?

Starting at the guest's room, waste materials are separated and recycled:

- All paper used for internal memos and photocopying is used on both sides.
- Kitchen food waste is used as pig feed at the resort's own farm and also given to local farmers .
- Residue from the resort's water treatment plant is used for compost for the resort's gardens.
- All fruit and vegetable cuttings are kept and mixed with molasses and "effective micro organisms". This mixture ferments in a sealed container over a period of about 1 month. One litre of the bio-fertilizer, mixed with 20 litres of water produces a cleaning agent/deodorant that is used in toilets or rubbish containers. One litre mixed with 200 litres of water (recycled from the resort's own water treatment plant) produces a fertilizer for plants and grass around the resort.

The resort has its own water treatment plant – wastewater is treated and filtered here for use in the resort's garden and the flushing system at the newest of the 4 hotels; The Royal Grand & Spa plus the Convention Centre (PEACH). The left over drinking water from the guests' rooms is also used for watering plants. Of the 547 million litres of water consumed each year, almost 275 million litres, well over 50% is recycled by the resort's own water treatment works and the remainder by the city's water treatment facility. In other words; all water is recycled.

The resort is an active member of EIA (Environmental Impact Assessment) and a voluntary member of Pattaya's city environmental committee. The resort also has its own environmental committee that meets once a month and has set the following savings' targets for this year:

Power consumption –	1% or 1 95,000 KWh
Gas consumption –	5% or 12,000 m <sup>3</sup>
Diesel –	3% or 3 4,000 litres
Other fuels –	5% or 3,500 litres
Waste -	15 tons
Water consumption –	5% or 2 7,000,000 litres.

Over 30 years ago a baby was left on the doorstep of a catholic priest in Pattaya. Father Ray Brennan took this child in and with this single compassionate act the Pattaya Orphanage Trust was born.

Today, with the support of international and local donations, the Trust provides a safe and loving home; including food, shelter, medical care and access to education for over 750 Thai children, including 60 babies under the age of one. It gives special needs education and care for 160 Blind and 40 Deaf Children . The Vocational school for Disabled Young People helps 200 young people graduate ready for employment or ready to start their own businesses through its Job Placement Agency.

The Royal Cliff Beach Resort has shared a long history of mutual cooperation with the Pattaya Orphanage and teams of executives from the Resort frequently visit the orphanage with donations of rice and other food items.