

Sustainable Tourism Green Certification Workshops Announced



Preserve, Protect and Grow....

August 19 – Nashville
September 14 – Jackson

September 15 - Memphis
October 13 - Knoxville

Scenic beauty, culture, heritage...

The Tennessee Department of Tourist Development and Department of Environment and Conservation are committed to preserving and protecting our state's unsurpassed natural beauty. As part of the Sustainable Tourism Initiative, five green certification workshops will be held in 2010 across the state to discuss an opportunity to research and develop a state green certification program for the tour and travel industry. The first workshop held on July 21st in Gatlinburg was a huge success with more than 75 industry leaders participating. These workshops will also provide continued sustainable tourism resources, case studies, best practices, and access to leading experts. The industry's attendance and input at the workshops will be key in determining the direction the State of Tennessee will take in regard to green certification for the tour and travel industry.

Tennessee is fortunate to have a nationally recognized, award-winning green certification program to utilize as a model through Chattanooga Green Lodging created by The Chattanooga Hospitality Association and adopted by the Tennessee Hospitality Association. The departments will work with our partners, THA and Chattanooga Green, to provide the industry with the latest information available regarding green certification, and each workshop will include an interactive open forum discussion. Make sure you are a part of this important discussion as the industry's input will guide the next steps Tennessee will take in developing a program which will compliment our partners' existing green certification program.

Sustainable tourism offers the industry numerous benefits including a newfound respect for traditional ways of life, improved education, employment opportunities, economic growth, competitive advantage, and an authentic visitor experience. Nationally, requests from visitors for green attractions and destinations are increasing and as such Tennessee's tour and travel industry must be ready to meet these requests.

The Green Certification workshops are being funded through a U.S. Environmental Protection Agency P2 Source Reduction Grant. Learn how to implement green practices in your business, reduce energy and water usage, create a positive impact on your bottom line, and position Tennessee as a leader in sustainable travel.

Register TODAY to attend a workshop in your area of the state and be a part of this important discussion on green certification for Tennessee's tour and travel industry. **Space is limited** – RSVP today to Patricia Gray at patricia.gray@tn.gov or 615-741-9004.

For more information contact Patricia Gray at 615-741-9004 or Lee Curtis at 615-741-9045, lee.curtis@state.tn.us or visit the website at www.tnsustainabletourism.com or www.tnvacation.com/green.



Who Should Attend?

- Tourism business owners & management
- Lodging & restaurant industry owners & management
- Chambers of Commerce & CVB leadership
- Land & resort/attraction developers
- City & county government officials
- Economic development officials
- Others interested in sustainable tourism practices

Just a few of the Topics to be Covered...

- Why Green Certification Makes Both Dollars & Sense
- Which Green Certification Model is Best for Tour and Travel?
- Importance of Sustaining Tennessee's Culture & Heritage Resources
- EPA's Energy Efficiency Benchmarking Program
- Water Conservation
- Recycling Programs



Sustainable Tourism / Green Certification Workshop

August 19, 2010 - Vista Ballroom A

The Hutton Hotel, Nashville, TN

- 8:30 – 9:00 a.m. **Networking Coffee Break**
- 9:00 - 9:20 a.m. **Why Sustainable Tourism Certification?**
Commissioner Susan Whitaker
Tennessee Department of Tourist Development
- 9:20 - 9:35 a.m. **Growing Sustainable Partnerships**
Andy Lyon, Assistant Commissioner
Tennessee State Parks, TDEC
- 9:35 – 9:55 a.m. **Sustainable Resources**
Dr. Van West, Executive Director
MTSU Center for Historic Preservation and Tennessee Civil War
National Heritage Area
- 9:55 a.m. **Panel Discussions:** *Moderator:* Lori Munkeboe, Director
Office of Environmental Assistance, TDEC
- 10:00 – 11:00 a.m. ***Leading by Example***
Hugh Morrow, Jr., President, Ruby Falls
Steven Andre', General Manager, The Hutton Hotel
Shannon Bowles, Area General Manager, Nashville Airport Marriott
- 11:00 – 11:30 a.m. ***Tennessee Solar & Sustainable Transportation Initiatives***
Ryan Gooch, Director, Energy Policy
Tennessee Dept. of Economic & Community Development
Stephanie Cox, Coordinator, EV Project
- 11:30 – 11:45 a.m. **Why is Green Certification Important?**
Dobbin Callahan, SkyeCon / Tennessee Green Hospitality Certifier
- 11:45 – 12:35 p.m. **Open Discussion regarding Tennessee Sustainable Tourism Certification**
Moderator: Lori Munkeboe, Director
Office of Environmental Assistance, TDEC
- 12:35 p.m. **Wrap Up**
Dr. Van West, Executive Director
MTSU Center for Historic Preservation and Tennessee Civil War
National Heritage Area

Workshops hosted by:

Tennessee Department of Tourist Development and Tennessee Department of Environment and Conservation