

**Blackstone Valley Tourism Council's  
Sustainable Tourism Planning and Development Laboratory**

**PLACE-MAKING – SUSTAINABLE  
TOURISM DEVELOPMENT FORUM**

*Programs, Techniques and Practices for Your Organization*

**Thursday October 25, 2007**

**Blackstone Valley Visitor Center  
and Salve Regina University  
Graduate Studies Campus  
175 Main St  
Pawtucket, Rhode Island**

Blackstone Valley Visitor Center  
175 Main St.  
Pawtucket, Rhode Island 02860

*Sustainable tourism development meets the needs of present  
tourists and host regions while protecting and enhancing  
opportunities for the future. It is envisaged as leading to  
management of all resources in such a way that economic,  
social and aesthetic needs can be fulfilled while maintaining  
cultural integrity, essential ecological processes, biological  
diversity and life support systems*

*- United Nations World Tourism Organization*



**This Event Is Sponsored By:**

Sustainable Tourism Planning and Development Laboratory  
Blackstone Valley Tourism Council, Inc.  
Rhode Island Policy Council  
New Commons  
Salve Regina University  
Project for Public Spaces  
Rhode Island Economic Development Corporation



# Place-Making – Sustainable Tourism Development Forum

## Intended Audience

Rhode Island, Massachusetts and Connecticut tourism practitioners, community policy makers and shapers, educators, students of tourism, elected officials, and others interested in sustainable tourism.

## Presenter: Sustainable Tourism Lab

The Sustainable Tourism Lab is a tourism planning and development project based in the Blackstone Valley of Rhode Island. It focuses on place-based tourism through an education platform concerned with supporting whole communities through creative and innovative sustainable geo-tourism development practices.

Though the Blackstone Valley is its primary study area, it is also home to a global network of members seeking to understand and apply new approaches to sustainable tourism.

## Place-making Through Tourism Development

Place-making views economic development in a whole community context therefore thoughtful economic development takes responsibility for the quality-of-place to be attractive to residents, investors and visitors.

Tourism is a key component to development of a whole community. It should play a crucial role in advancing progress in a community. Whole places are full-of-life, diverse and distinctive in their built-form, natural environment and social networks; empowering of their residents; transit and digitally connected, water and energy efficient; and disaster resilient.

Thoughtful tourism development enhances a place by differentiating it from other places/destinations using its cultural, natural, historical, human, educational and built resources.

## Benefits of Place-making

- Promotes a sense-of-pride in a community
- Builds & supports local economy
- Draws a diverse population
- Fosters strong relationships in a community
- Creates improved accessibility

## Goals for This Forum

- To offer leaders creative and constructive ways of working to revitalize communities through tourism using place-making strategies.
- Establish a common understanding and value of place-making principles for communities.
- Identify unique characteristics such as food that define a visitor destination.
- Focus on the basic ingredients that make a place attractive to work, live and visit.
- Engage community leaders and professionals to form the partnerships needed to develop a viable community through tourism.
- Understand the concept of the “Power of Ten” in tourism place-making.

## An Interactive Forum

The day will be packed with interactive presentations, workshops, dialogs and the development of usable concepts.

## Agenda

8:00 am

### Registration

Blackstone Valley Visitor Center  
175 Main St  
Pawtucket, RI 02860

8:30 am

### Opening Remarks

Dr. Robert Billington, President  
Blackstone Valley Tourism Council  
The Sustainable Tourism Laboratory  
Pawtucket, RI

8:40 am

### Workshop Methodology

Robert Leaver  
New Commons, Providence, RI

8:45 am

### Presentations

*The Art and Science of Place-making*  
Kip Bergstrom, Executive Director  
Rhode Island Economic Policy Council  
Providence, RI

*Creating Sustaining Destinations Through Place-making*  
Ethan Kent, Vice President  
Project for Public Spaces, New York, NY

*Technology Innovation in Marketing for Sustainable Destination.*  
Daniel R. Fesenmaier, Professor,  
Management Information System  
Temple University, Philadelphia, PA

*Eating outside the Fence: Sustaining the Community Experience Using the Local Flavors.*  
Patty West, Program Coordinator  
Ecological Monitoring & Assessment Program and  
Foundation Northern Arizona University  
Flagstaff, AZ

*Eating inside the Fence: Sustaining the Community Through Urban Agriculture.*  
Louis Raymond, Board Member  
Southside Community Land Trust  
Providence, Rhode Island &  
Renaissance Gardening Limited  
New York, NY

10:30 am

### Break

10:45 am

### Directed Technical Workshops

Salve Regina University, Graduate School  
175 Main St  
Pawtucket, RI

12:15 am

### Closing Comments

12:30 pm

### Lunch

Traditional RI Spaghetti and Meatball Lunch.

### Register Today:

On-line at [SustainableTourismLab.com](http://SustainableTourismLab.com) or call Lilly Kayamba, Forum Organizer at 401-724-2200  
\$35 per person (includes all materials and lunch)