Sustainable tourism development meets the needs of present and future tourists and host regions while preserving 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 support systems.

Sustainable tourism planning and development laboratory
Blackstone Valley Tourism Council, Inc.
Rhode Island Policy Council
New Commons
Blackstone Valley Tourism Council Inc.
Sustainable Tourism Planning and Development Laboratory
Blackstone Valley Visitor Center
175 Main St.
Pawtucket, Rhode Island 02860

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
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 or call Lilly Kayamba, Forum Organizer at 401-724-2200
$35 per person (includes all materials and lunch)