

National Geographic's Center for Sustainable Destinations (CSD) is dedicated to protecting the world's distinctive places through wisely managed tourism and enlightened destination stewardship. The CSD identifies, sustains, develops and markets the geotourism assets unique to the given locale.

This Geotourism workshop regarding sustainable development will help us understand how this type of tourism development can ensure that the natural habitats, heritage sites, scenic appeal and local culture can be preserved and cared for, adding to the appeal of Massachusetts.



Sustainable Tourism Planning & Development Laboratory

STATEWIDE TRAVEL INFORMATION
massvacation.com



Funded (in part) by the Commonwealth of Massachusetts, Department of Business and Technology/Massachusetts Office of Travel and Tourism. For statewide travel information, visit massvacation.com.

Southeastern Massachusetts Convention & Visitors Bureau
P.O. Box 976, New Bedford, MA 02741-0976.

May 23
Learn about sustaining cultural and historical destinations featuring National Geographic Society's Jonathan Tourtellot

GEO TOURISM WORKSHOP



Sustaining the Geographic Character of Massachusetts

Friday, May 23, 2008
Bristol Community College, Fall River MA
9:00 A.M. to 12:00 P.M.

Southeastern Massachusetts Convention and Visitors Bureau

SOUTHEASTERN
Massachusetts



Please join the Southeastern Massachusetts Convention and Visitors Bureau and Bristol Community College in welcoming Jonathan Tourtellot, Director of the National Geographic Society's Center for Sustainable Destinations, and Professor Kristin Lamoreux, Director of International Institute of Tourism Studies at The George Washington University, to Massachusetts.

Learn about the National Geographic Society's theory of Geotourism that works to sustain and enhance the geographical character of a place- its environment, culture, aesthetics, heritage, and the well-being of its residents and help launch a new college curriculum. Bristol Community College has developed the nation's first curriculum in Geotourism, which includes a Professional Certificate in Destination Management from The George Washington University.

Friday, May 23, 2008

Bristol Community College, Fall River MA

9:00 A.M. – 12:00 P.M.

9:00

Introduction to Geotourism

Presentation, Jonathan Tourtellot, Director, National Geographic Society's Center For Sustainable Destinations Building L, Room 101

10:00 - 11:30

A roll up your sleeves - Geotourism Workshop

Presented by New Commons and the Sustainable Tourism Planning and Development Laboratory Building L, Room 101

12:00

Networking Lunch

Commonwealth College Center, Building G

\$25 per person includes Geotourism workshop and lunch



Destination development allows communities to attract visitors to the character of their destination, enriching both the travel experience and the quality of the locale.

Geotourism provides local residents with an incentive to protect what tourists are coming to see. This hands-on workshop will allow community members to see what kind of geographical character their home holds to create a tourism approach that emphasizes that distinctiveness, benefiting residents and visitors alike.



Mail your registration & check for \$25 per person to:
Mrs. Karen Costa, Business Administration, Geo-Tourism Division of Business and Information Management Bristol Community College, 777 Elsbree Street, Fall River, MA 02720-9960
508-678-2811, x2123, karen.costa@bristolcc.edu

First Name: _____

Last Name: _____

Organization: _____

Address: _____

City: _____

State: _____

Zip: _____

Email: _____

Telephone: _____

Additional attendees: _____

Total attendees: _____

Make checks payable to Bristol Community College

Total payment enclosed: _____

Register online at
<http://www.sustainabletourismmlab.com>
click on the Southeastern Massachusetts
Geotourism Workshop link.