



THE CONSERVATION FUND

America's Partner in Conservation

WEBCAST: How to Start a Sustainable Tourism Program

SEPTEMBER 21, 2006, 2:00 - 4:00PM (EST)

This two-hour live broadcast (webcast and satellite) sponsored by The Conservation Fund will feature national tourism experts describing various methods and approaches for starting a sustainable tourism project at varying geographic scales. Through case studies, they will highlight the actual steps involved in establishing these projects, from the initial conversations and ideas to the step-by-step actions to the point where the project begins to produce results. Participants will hear on-the-ground practical advice for starting a sustainable tourism project and will have the opportunity to call in and seek advice from these national experts. This is the first in a series of National Sustainable Tourism broadcasts.

BROADCAST SCHEDULE

- **1:30 - 2:00pm (EST):** Test Signal (for satellite broadcast only)
- **2:00 - 3:00pm:** Presentations from the panelists on step-by-step approaches to starting a sustainable tourism project
- **3:00 - 4:00pm:** Audience Q&A. Audience members will have the opportunity to submit questions for the panelists via phone, fax or email.

Immediately following the Broadcast:

- Access additional case studies about how to start a sustainable tourism program on www.conservationfund.org
- Participate in an online discussion/blog forum with others around the country who have, or are planning, to start sustainable tourism projects.

Our Partners

U.S. Fish and
Wildlife Service,
National
Conservation
Training Center

National
Park Service,
Conservation Study
Institute

2006
WEBCAST

PANELISTS

Jonathan Tourtellot

Director of the Center for Sustainable Destinations, National Geographic Society

The Center leverages the media expertise of National Geographic to promote local stewardship of sustainable tourism. Mr. Tourtellot will showcase the geotourism approach to starting large-scale tourism projects.

Ted Eubanks

President, Fermata, Inc.

Ted Eubanks will showcase two regional sustainable tourism project initiatives, the Pennsylvania Wilds and East Texas, and compare and contrast their approaches.

Doug Arbogast

Tourism Consultant, West Virginia

Doug Arbogast will focus on micro scale sustainable tourism projects, specifically the issues and challenges of starting and maintaining tourism projects.

Kristin Lamoureux

Director of the International Institute of Tourism Studies, George Washington University

She will facilitate speakers and discussions during the webcast. GWU has the second oldest tourism school in the world and is well known for its practical expertise in the sustainable tourism field.

Kris Hoellen

Director, Conservation Leadership Network

CLN serves as the training and partnership-building arm of The Conservation Fund and is the host for this broadcast.

VIEWING INSTRUCTIONS

On the day of the broadcast (9/21/06) you will be able to access the webcast from:

- The Conservation Fund website: <http://www.conservationfund.org/?article=3263&back=true>
- National Conservation Training Center website: <http://distancelearning.fws.gov/>

For those who wish to view the broadcast at a Fish and Wildlife Service or National Park Service satellite downlink site, please contact the facility prior to the broadcast. A list of FWS & NPS downlink sites can also be found at the above NCTC website.

For those who will view the broadcast from your computer, please ensure that either Real Player or Windows Media Player is installed on your computer.

CONTACT Margarita Carey for additional information
Phone: (304) 876-7924 | mcarey@conservationfund.org