



*What do...*

- *Burning Man*
- *Monterrey Bay Aquarium*
- *African Photo Safaris*

*Have in common?*

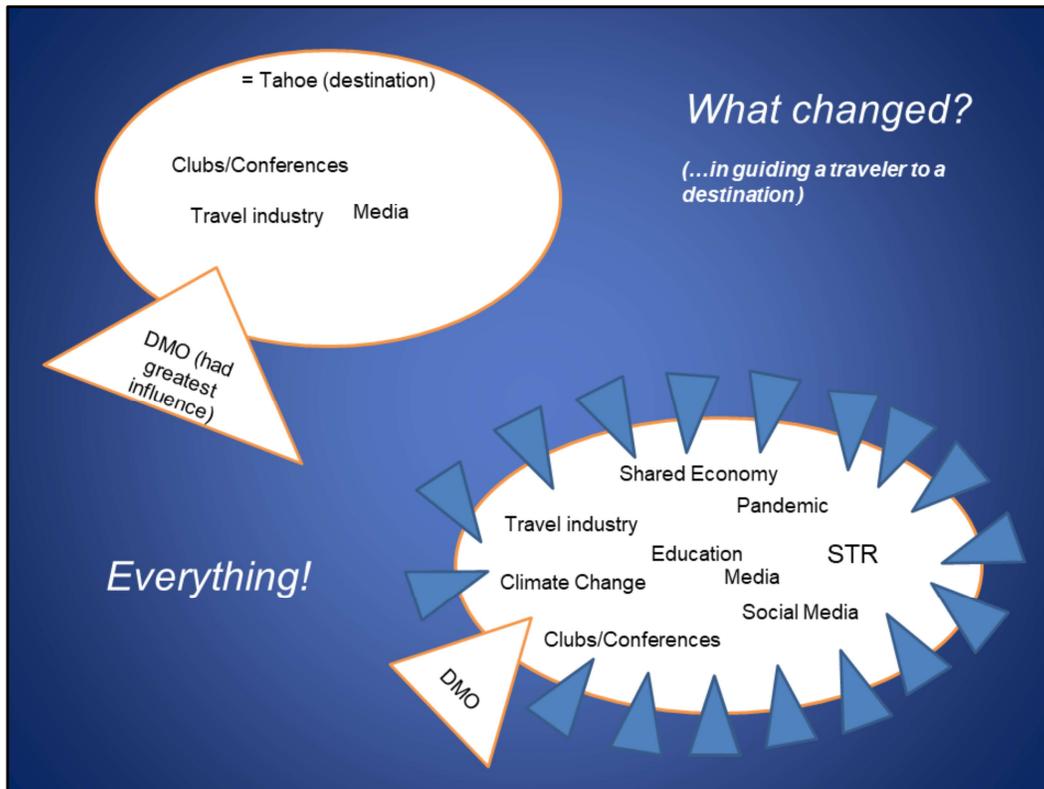
*They provide unique, immersive, meaningful opportunities to influence the perspective of; yourself, our shared eco-system and wildlife habitat. This new understanding goes home with you and can affect the way you now see the world within and around you.*

*This is how and why...travelers can be the solution for sustaining destinations and the planet...*



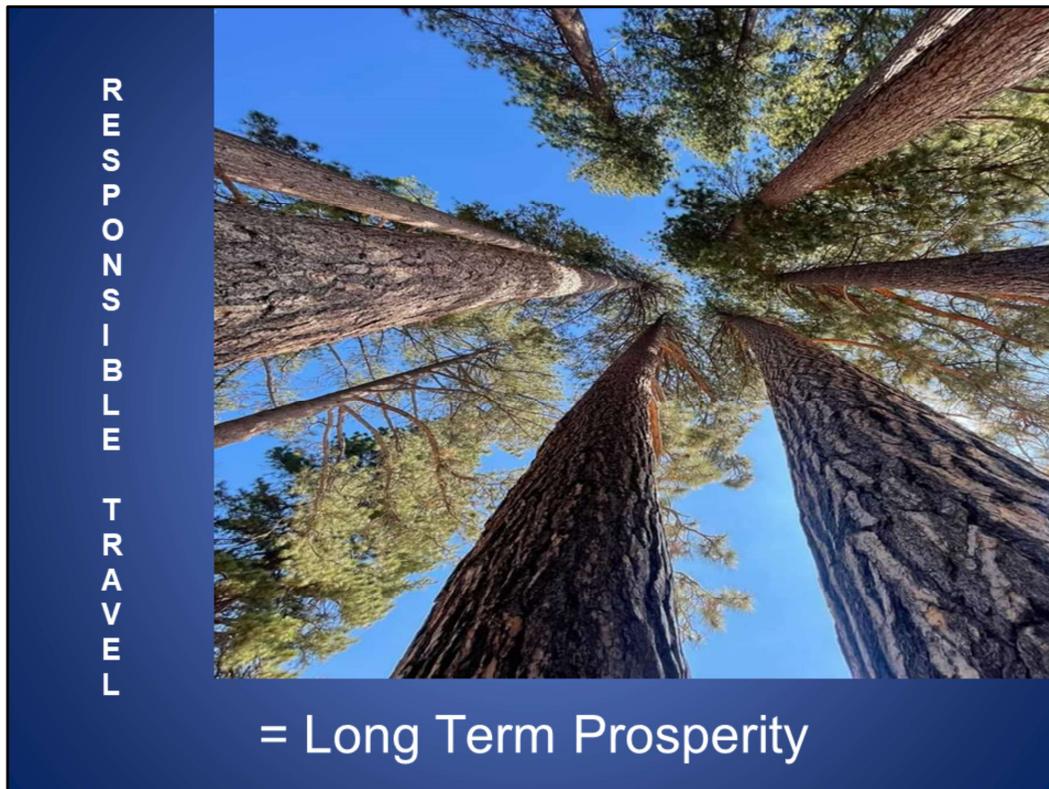
**Yes, our 'best thinking' got us here**

So...given the amount of trash we end up with...Tahoe travel marketing may not be setting the right expectation? And then there is climate change



*DMO's and hotel concierges and visitor centers were once the gate keepers to guide visitors.*

- **PAST:** DMO's managed the 'gate'. They directed and managed a destination's brand, hosting and visitor adventure/activity/attraction menu. This set the tone/expectation of what a traveler could find, do and the best places to eat, sleep, shop and play.
- **NOW:** Vacation rentals and social media have diversified hosting and menu options.
- DMO's and lodging concierges now respond to public requests based on what they saw online rather than being the major source to direct visitor choices and behaviors.
- **FUTURE:** Stewardship-inspired influencers working with redefined DMO's will influence choices toward activities geared to sustain a destinations precious assets

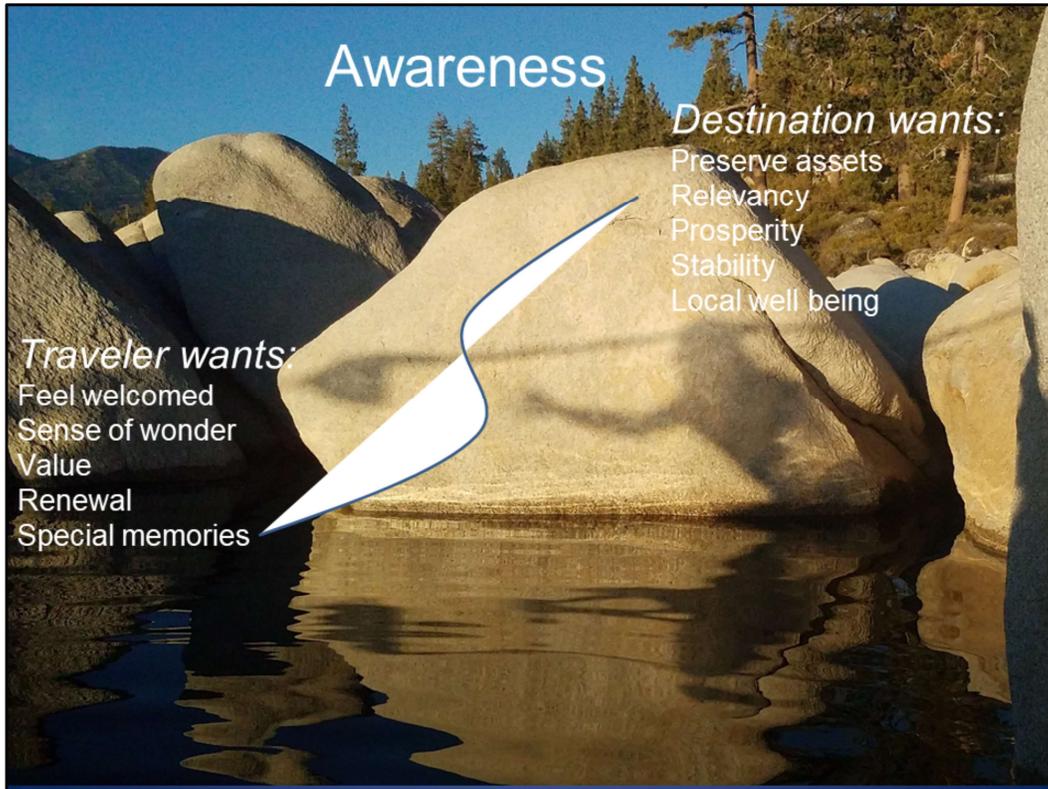


***Destination stewardship is a long game!***

Like the millennium forest projects – we start now so future generations have a framework to continue.

A Geotourism Implementation Framework considers:

- 1) Carrying Capacity
- 2) Indigenous Knowing
- 3) Sustainability filters to determine appropriate activities
- 4) TriNomic hosting commitment and collaboration
- 5) Field-based certification course that defines destination leadership positions supporting and shifting the DMO model



## 1- AWARENESS

While Tahoe has recently adopted a sustainability 'pledge' to promote visitor awareness...

Who is hosting those visitors once they arrive and guiding their behavior?

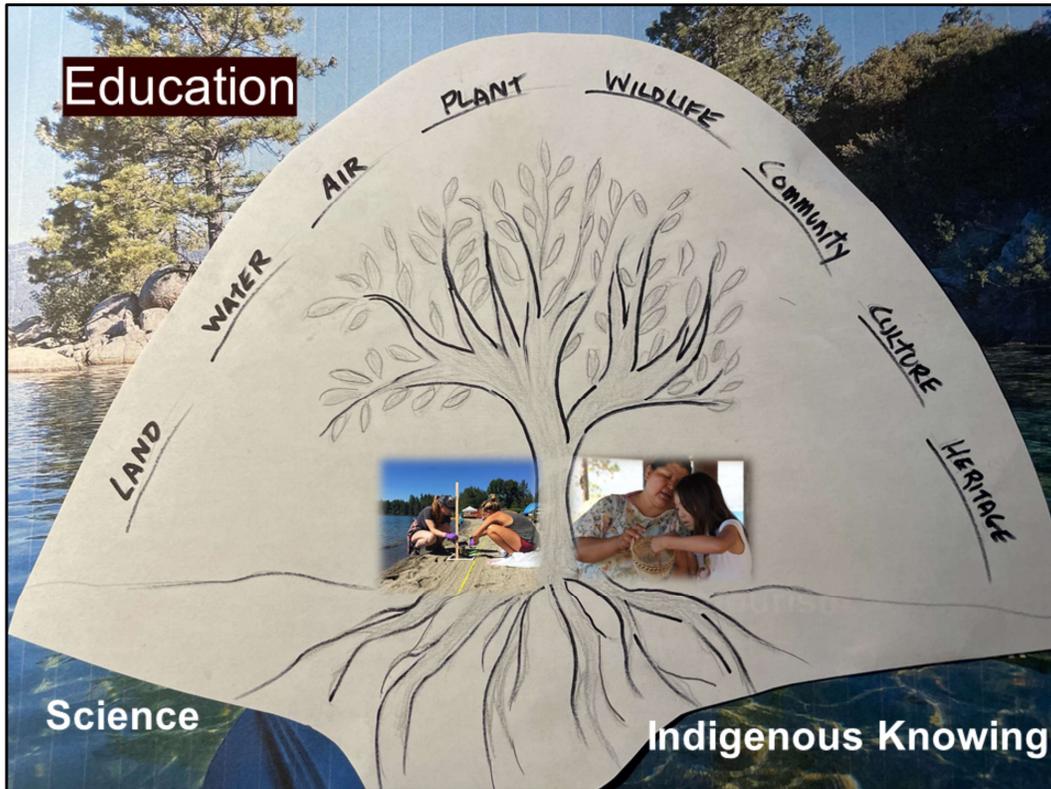
What connects travelers desires to the destinations sustainability requirements?

How can each be in the service to the long term viability and prosperity and enrichment of the other?

Does the current Visitor Activity Menu consider the 'carrying-capacity' of the destination?

Does it serve and protect; land, water, plant, wildlife, air, culture, heritage and local well being?

Is their a collaborative hosting commitment between **.org** (non-profit), **.com** (business) and **.gov** (public) stakeholders?



## 2- EDUCATION

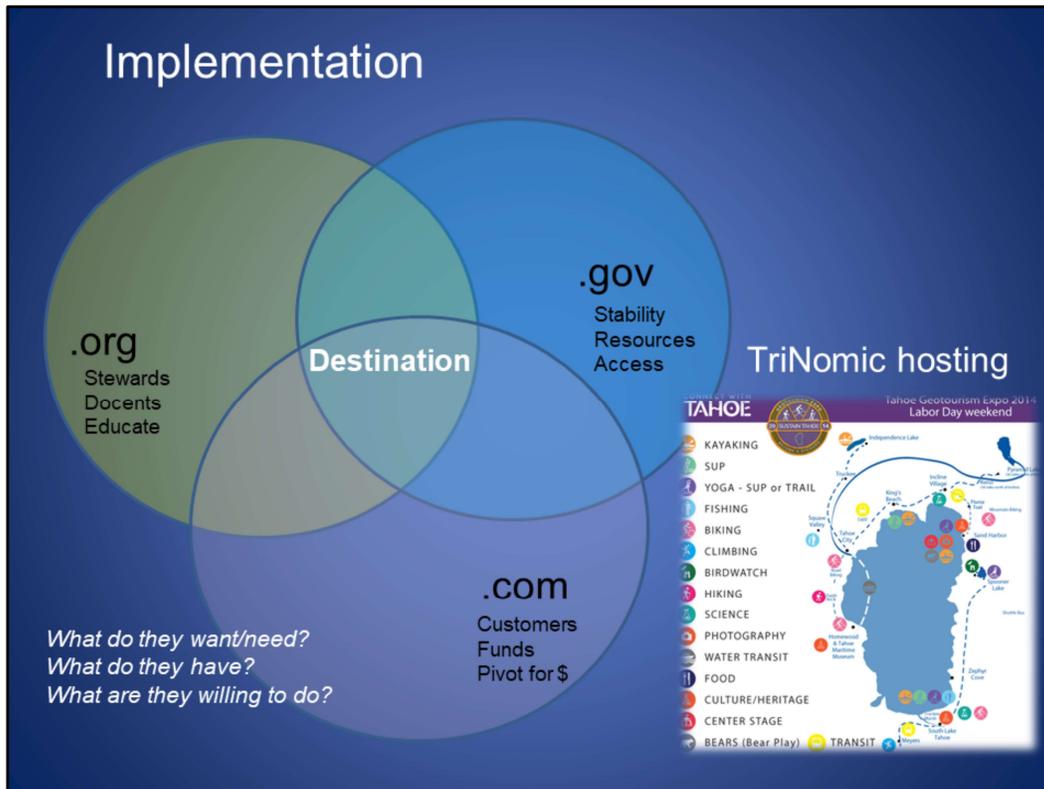
Imagine if visitors became destination stewards

Responsible travelers are the solution to ensure a destinations long-term economic and environmental prosperity of the 8 worlds (the reasons people leave their house).

How travelers are hosted determines how well the destination survives.

GIF educates a dedicated ground team to identify fun, meaningful recreational programs that connect travelers to the 8 worlds of a destination.

If we condense the timeline between **learn and do** ...future generations can start now with the social capital to influence sustainable ... and make it **cool to care**.



Once key assets are identified, a collaborative “Tri-nomic” approach will ensure buy-in from each key stakeholder group to support economy, environment, and visitor interests.

Travelers seek a **sense of place**, a transformative experience they can’t get at home.

They will choose from the menu being offered. What is on that menu will guide expectations and outcomes

A Sustainable Tourism Certification Course includes:

- 1) field-based destination specific course to understand the limits and potentials of the area.
- 2) marketing, hosting and menu protocol formulas
- 3) new career paths/jobs emerge that serve to sustain, manage and evolve the hosting.

Hosted adventures respect the land, delight and educate the visitor also profit the businesses.

Fun, immersive and meaningful guided activities that connect visitors to the 8-worlds will result in a more mindful considerate traveler.

Our Geotourism expos showed how when visitors connect , they understand more and that leads to caring. Caring leads by example in the sharing.



## Potential Career Paths

(includes new roles defined by the initiative)

Chamber of Stewardship  
Destination Stewardship Director  
Sustainable Travel Manager  
Conservation Ranger  
Natural Resource Director  
Fair Market Travel Manager  
Stewardship Concierge  
Environmental Teacher (K-12)



New career paths and DMO roles ensure these strategies, visitor menu and hosting protocols are sustained.

Current stakeholders would also be redefining their roles and meeting with the students in the program once a quarter.



Tahoe is already a learning lab to build stewardship

Tahoe already has what it needs to do this:

UC Davis has the field-based Tahoe science classes.

Washoe indigenous leaders can guide a 10,000 year stewardship practice of living in this watershed.

Geotourism guides (Sustain Tahoe) who provide the 12 principles, 4 steps and TriNomics formula to define Tahoe's Future; ***Sustainable Tourism and Stewardship Recreation Activity Menu***

*“...A program on Sustainable Tourism would be very valuable.*

*I was disappointed when I saw that UNR does not have a sustainability management program as I am interested in going to grad school for this. I think your proposed program would fill this space nicely and ignite some much needed sustainable ingenuity in the basin.*

*Again, thank you for the work you're doing. I am so early in my career but I hope to move in the direction of sustainable business / tourism and your work is very inspiring.”*

Best,  
Charlotte Mahoney  
Sports America guide



The future is ready to participate and carry a new set of behavior forward

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SustainTahoe.org has been demonstrating Geotourism (sustainable tourism) since 2007 including hosting:  
 1<sup>st</sup> Stewardship Congress  
 Four 'Tahoe Expo's' (a 150-mile Geotourism demonstration)  
 Washoe-inspired Earth Walk sites



Padding Independence Lake is among the opportunities offered at the 2013 Tahoe Expo. COURTESY SIMON WILLIAMS

**A SUSTAINABLE FUTURE**  
*Expo looks to spur deeper love of Lake Tahoe* the expo's website. The Expo features



**100 DAM YEARS**  
 One of Lake Tahoe's most important features is officially 100 years old.  
 READ MORE IN NEWS, PAGE 6



**STRIVE FOR FIVE**  
 Incline girls cross-country seeking a fifth consecutive title, led by a new coach.  
 READ MORE IN SPORTS, PAGE 18



*Sometimes...the best way forward is to look around first*

Dozens of local and regional press (including Huffington Post) have highlighted the significance of this mission Sustainable Tahoe has lead (since, Jacquie was appointed the Geotourism Liaison of Tahoe in 2007). Inspired by the leadership and 60 years of transformative lake advocacy by Dr. Charles Goldman, Sustain Tahoe was formed to contribute to the well being of this fragile National Treasure – Lake Tahoe – by enrolling visitors as the SOLUTION. The results of this effort (along with others working toward this goal) can be seen in the shift local DMO and business stakeholders now embracing these principles. The next move is a collaborative commitment, which could be on the rise with the current RFP seeking to create a **Shared Vision 20-yr Roadmap to Sustainable Tourism and Stewardship recreation Future for Tahoe**



Geotourism menu highlights: land to water transit, guided Heritage Hikes, SUP Yoga, Paiute Drum Circle. We already have the ingredients for a collaborative effort



Fun, meaningful and immersive activities were identified, developed and hosted. The Tahoe Geotourism Expos provided a taste of what is possible with enthusiastic involvement and response.

When the Future looks back... **will it ask:**



*How did you do it? ...or...Why didn't you do something?*

There is no going back 'normal' is now in question. The 'Profit 1<sup>st</sup>' playbook is not sustainable

The opportunity and responsibility of US destinations to host immersive fun, meaningful adventures that ensure long-term prosperity for the destination and transformative behavior for the traveler.



*Time to implement a new  
destination framework*



For more details on the GIF / Geotourism Implementation Program and course proposal:  
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