

GREAT SMOKY MOUNTAINS SUSTAINABLE TOURISM SUMMIT

Date: Monday, April 28 & Tuesday, April 29, 2008

Location: Knoxville Convention Center, Knoxville, TN

Sponsors: Tennessee Department of Tourist Development
The University of Tennessee Institute for Public Service
National Geographic Center for Sustainable Destinations
North Carolina Division of Tourism, Film and Sports Development
Tennessee Civil War National Heritage Area
Tennessee Department of Agriculture
Tennessee Department of Economic & Community Development
Tennessee Department of Education
Tennessee Department of Transportation
Knoxville Tourism & Sports Corporation
Pilot Corporation
Friends of Great Smoky Mountains National Park

What is Sustainable Tourism? Sustaining the environment, culture and heritage of a region while at the same time sustaining the economic growth through tourism.

Summit Objective: In honor of the 75th anniversary of the Great Smoky Mountains National Park, the Sustainable Tourism Summit is designed to provide the Great Smoky Mountains gateway communities and other interested communities with an opportunity to hear from leading experts in sustaining historic, cultural and environment resources while also sustaining economic growth through tourism.

About the Summit:

- The Summit will feature some of the nation's top experts on sustainable tourism topics, providing best practices and national examples pertaining to sustaining economic growth through tourism while protecting the natural resources.
- Community leaders will learn the various types of state and federal programs designed to assist and incentivize sustainable tourism.
- Communities will be equipped to begin or expand their specific plans for sustainable tourism.
- In addition to the two-day seminar, gateway communities will be encouraged to identify specific "sustainable projects" and implement a plan for community action.

Who Should Attend:

- Tourism Business owners and management
- Lodging and Restaurant industry owners and management
- City and County government officials
- Land and resort/attraction developers
- Economic development officials
- Chambers of Commerce and CVB leadership
- Others interested in sustainable tourism practices

For More Information: Contact Lee Curtis, Director of Program Development, 615-741-9045, lee.curtis@state.tn.us or Patricia Gray, Research Development Coordinator, 615-741-9004, patricia.gray@state.tn.us with the Tennessee Department of Tourist Development.

Registration online at www.sustainabletourismsummit.com