



NEWS BUREAU

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**TENNESSEE TOURISM'S SUSTAINABLE WORKSHOP
COMING TO UPPER CUMBERLAND REGION**

NASHVILLE, Tenn. – The Upper Cumberland Sustainable Tourism Workshop will take place from 9:30 a.m. – 4 p.m., June 16, at the DelMonaco Winery in Baxter, Tenn. The Tennessee Department of Tourist Development and the Tennessee Department of Environment and Conservation will host four free workshops about sustainable tourism throughout 2009. Sustainable tourism is defined as the commitment to sustaining our environment, history and culture, while simultaneously sustaining economic growth through tourism.

Cheryl Hargrove, recognized as the U.S. National Trust for Historic Preservation's first heritage director, is the keynote speaker and will discuss "The Power of Place: An Opportunity for Tourism Growth and Sustainability." With more than 30 years of experience in the travel and tourism industry, Hargrove is currently the president of The HTC Group, a cultural heritage tourism management and marketing consultancy. While at the National Trust, she developed the key steps and principles for sustainable tourism, focusing on history and culture.

"Sustainable tourism is one of the tourism industry's most important issues," said Tourism Commissioner Susan Whitaker. "It's a call to stewardship of Tennessee's natural beauty and rich heritage, which is fundamental to good business. Getting this message out to all of our stakeholders will keep tourism thriving in Tennessee for generations to come."

(more)



Each sustainable workshop will target the hospitality and tourism industry, providing sustainable tourism resources, case studies, best practices and access to leading experts in this important arena.

All community leaders are encouraged to attend the free Sustainable Tourism Workshops including tourism business owners and management, city and county government officials, Chambers and Convention & Visitors Bureaus leadership, lodging and restaurant industry owners and management, and any tourism partner or individual interested in green and sustainable tourism practices.

“Sustainability can benefit our local communities, the environment and the bottom line,” said Environment and Conservation Commissioner Jim Fyke. “From energy conservation initiatives to recycling and waste reduction to LEED certification for new state park cabins, the state of Tennessee is leading by example, and we’re pleased to share that experience with others in the tourism industry.”

The remaining one-day workshops will take place, as follows, from 9:30 a.m. – 4 p.m.:

June 16 - Baxter – DelMonaco Winery and Vineyards

Nov. 16 – Jackson – Casey Jones Village

Nov. 17 – Memphis – Pink Palace Museum

These workshops are an outgrowth of the state’s Great Smoky Mountains Sustainable Tourism Summit, held April 2008 in Knoxville, Tenn.

To register or for more information, contact Patricia Gray at (615) 741-9004 or patricia.gray@tn.gov, or contact Lee Curtis at (615) 741-9045 or Lee.Curtis@tn.gov. For a complete schedule, please visit www.tnsustainabletourism.com. There is no charge for the workshops, however space is limited.

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