



Providence Warwick Convention & Visitors Bureau
 The George Washington University
 Salve Regina University
 New Commons
 Blackstone Valley Tourism Council, Inc.
 Sustainable Tourism Planning and Development Laboratory

This Event is Sponsored By:



- United Nations World Tourism Organization

*Sustainable tourism development meets the needs of present
 tourists and host regions while protecting and enhancing
 opportunities for the future. It is envisaged as leading to
 management of all resources in such a way that economic,
 social and aesthetic needs can be fulfilled while maintaining
 cultural integrity, essential ecological processes, biological
 diversity and life support systems*

Blackstone Valley Tourism Council
 Blackstone Valley Visitor Center
 175 Main St.
 Pawtucket, Rhode Island 02860

**Blackstone Valley Tourism Council's
 Sustainable Tourism Planning and Development Laboratory**

**TOURISM 302
 SUSTAINABLE TOURISM PLANNING AND DEVELOPMENT LAB**

An Introduction to Resilient Tourism

Blackstone Valley Visitor Center
 and Salve Regina University
 Graduate Studies Campus

THURSDAY, MAY 22, 2008

**175 Main St.
 Pawtucket, Rhode Island**

TOURISM 302

SUSTAINABLE TOURISM PLANNING AND DEVELOPMENT LAB

An Introduction to Resilient Tourism

THURSDAY, MAY 22, 2008

Intended Audience

Rhode Island, Massachusetts and Connecticut tourism practitioners, community policy makers and shapers, educators, students of tourism, elected officials, and others interested in sustainable tourism.

Presenter: Sustainable Tourism and Development Lab

The Sustainable Tourism Lab is a tourism planning and development project based in the Blackstone Valley of Rhode Island. It focuses on place-based tourism through an education platform concerned with supporting whole communities through creative and innovative sustainable geo-tourism development practices.

Though the Blackstone Valley is its primary study area, it is also home to a global network of members seeking to understand and apply new approaches to sustainable Resilient tourism.

An Interactive Forum

The day will be packed with interactive presentations, workshops, dialogs and the development of usable concepts.

Agenda

8:00 am – Registration

Blackstone Valley Visitor Center
175 Main St
Pawtucket, RI 02860

8:30 am – Opening Remarks

Dr. Robert Billington, President
Blackstone Valley Tourism Council
The Sustainable Tourism Planning and Development Laboratory
Pawtucket, RI

8:45 am – Presentations

Demystifying Tourism Satellite Accounting

D. C. Frechtling, Ph.D.
Professor of Tourism Studies
Dept of Tourism and Hospitality Management
School of Business
The George Washington University



Learn the theory behind Tourism Satellite Accounting and what it means for the future of tourism. Dr. Frechtling will discuss:

A. Concepts of Economic Impact (costs and benefits) for a nation and region. B. Measurement systems of the economic benefits of tourism to a region and what types of results they

We must apply Resilient Thinking to be prepared for any social and environmental system interruptions that may affect the destinations we serve." A Resilient Tourism Model may need to be established.

Dr. Robert D. Billington. Sustainable Tourism Laboratory

produce. C. How their products are useful/misleading for tourism managers (private sector) and policy makers (public sector).

D. Best measurement practice and simulated measures. E. Recommendations for tourism managers.

Resilient Planning for Tourism

Frederick Presley, AICP, Resilience Planning

Resilient Tourism is a methodology for planning. It provides a greater experience for residents and visitor alike and a greater



knowledge of a destination and our connections to it. With an in-depth understanding of conditions and capabilities the notion of sustainability into the 21st Century is possible. The Resilient Communities Process, applied to the structuring element of tourism, can greatly enhance the experience for the visitor and expand markets in a comprehensive way that considers the whole system.

10:30 am – Break

10:45 am

Experiential Tourism Making the Most of Existing Resources

Joe Veneto, Principal, Opportunities Unlimited
Salve Regina University, Graduate School
175 Main St, Pawtucket, RI



Today's travelers select destinations, tourism attractions, cultural components and travel products. However, what they crave are UFEs – UnForgettable Experiences. Joe Veneto, will share the Experiential process he has used to create new Experiences in Philadelphia; Columbus, Ohio; and Chicago for Grayline Worldwide.

Learn how to assess your customers' connection points, identify experiential attributes and increase the sense appeal of your experiences. You will have actionable ideas in-hand to implement an experiential process and to create UFEs for your visitors.

12:45 pm – Lunch

Traditional RI Spaghetti and Meatball Lunch.

Register Today:

On-line at SustainableTourismLab.com or call Lilly Kayamba, Forum Organizer at 401-724-2200
\$35 per person (includes all materials and lunch)

Sponsored By

