



NEWS BUREAU

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CONTACT: Cindy Dupree

Cindy.Dupree@state.tn.us

(615) 741-9010 -or-

Phyllis Qualls-Brooks

Phyllis.Qualls-Brooks@state.tn.us

(615) 741-9057

**TENNESSEE TOURISM ANNOUNCES
SUSTAINABLE TOURISM WORKSHOPS**

Four Events Scheduled as Joint Initiative with Environment and Conservation

NASHVILLE, Tenn. – The Tennessee Department of Tourist Development and the Tennessee Department of Environment and Conservation are hosting four statewide Sustainable Tourism Workshops in 2009. Sustainable tourism is the commitment to sustain our environment, history and culture, while simultaneously sustaining economic growth through tourism. These workshops are an outgrowth of the state’s Great Smoky Mountains Sustainable Tourism Summit held in Knoxville, Tennessee in April 2008.

The one-day workshops will be held from 9:30 – 3:30 p.m. and are scheduled as follows:

May 14 - Franklin – The Factory

June 16 - Baxter – DelMonaco Winery and Vineyards

November 16 - Jackson – Casey Jones Village

November 17 - Memphis – Pink Palace Museum

Each event will target the hospitality and tourism industry, providing sustainable tourism resources, case studies, best practices and access to leading experts in this important arena. There is no charge for these events, however space is limited.

“Sustainable tourism is one of the tourism industry’s most important issues.” said Commissioner Susan Whitaker, Tennessee Department of Tourist Development. “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.”

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Sustainable tourism offers communities numerous benefits including a newfound respect for traditional ways of life, an improved education, employment opportunities, economic growth, a competitive advantage and an authentic visitor experience.

“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.”

All community leaders are encouraged to attend the Sustainable 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, any tourism partner or individual interested in green and sustainable tourism practices.

To register or for more information contact Patricia Gray at (615) 741-9004 or patricia.gray@tn.gov or Lee Curtis at (615) 741-9045/Lee.Curtis@tn.gov. For a complete schedule, please visit www.tnsustainabletourism.com

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