

# California Sustainable Tourism Symposium (CSTS)

Ongoing

## Program Description

CTTC was tasked by its constituency to create a California Sustainable Tourism Symposium (CSTS) that will address the needs of tourism industry stakeholders who participate in nature, eco, geo, green, sustainable and recreational tourism. The CSTS was created for those who are dedicated to sustaining the environment, culture and heritage of their region while sustaining economic growth through tourism. Responsible sustainable tourism encompasses economically feasible, environmentally sound, and socially equitable tourism in every community within California.

## Target Audience

Convention and visitors bureaus, chambers of commerce, cultural heritage groups, tourism business owners, economic development officials, cities, and counties. CSTS is designed for those who realize the importance of promoting, preserving, interpreting and protecting their destination while maintaining economic growth through tourism.

## Objectives & Reach

- Communicate sustainable tourism opportunities and best practices to the tourism industry.
- Bring together industry partners for educational and networking opportunities.
- Sustain the environment, culture and heritage of California while sustaining economic growth through tourism.
- Provide education on how communities, destinations and businesses benefit from sustainable tourism.
- Develop Sustainable Tourism Summit planning document.
- Define California's sustainable "brand" and its tourism offerings.

- Create a workable framework for CSTS as a collaboration of industry partners.

## Results & Accomplishments

- Contracted with Carl Ribaud, Strategic Marketing Group, to research sustainable tourism and develop CTTC's Sustainable Tourism Summit planning document.
- The inaugural California Sustainable Tourism Summit will be held on October 1 at Asilomar Conference Grounds in Pacific Grove, near Monterey. The day-long Summit will provide attendees with sustainable best practices, educational opportunities and marketing resources. A consultant was hired to gain sponsorships to fund Summit programming.
- The CTTC *Insights Online* industry newsletter features a monthly column for sustainable tourism promoting CSTS partners' best practices, roundtables and information about the 2009 Summit.
- Contracted with San Diego State University professors to develop a California Sustainable Tourism Handbook providing examples of best practices and links to additional sources of information including government agencies, non-profits and businesses involved in sustainable tourism development and management.
- Working to add eco-awareness content to [visitcalifornia.com](http://visitcalifornia.com), while adding information about CSTS to [tourism.visitcalifornia.com](http://tourism.visitcalifornia.com).
- Built coalitions with key government and nongovernment organizations including California State Universities, public land organizations, and California Department of General Services Travel Lodging Program.
- Continued relationship between the California State University and University of California systems, utilizing internships in CTTC office, encouraging student participation at Summit by offering special registration fee, and seeking professor involvement.

## Program Contact(s)

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