The Biosphere Reserve Designation:
Creating and Promoting Sustainable Tourism Experiences

Vittoria Community Centre, Vittoria
Friday, April 29th, 2011, 8:15am to 4:15pm

Established under UNESCO's Man and the Biosphere (MAB) Program, biosphere reserves are a series of protected areas linked through a global network, intended to demonstrate the relationship between conservation and human activity and development.

The Long Point World Biosphere Reserve, established as the first biosphere reserve in Canada, features amazing biodiversity in its natural habitats, flora and fauna, and some amazing conservation actions by our numerous partner organizations. Sustainable tourism, while still at a relatively modest level of development in the region, has the potential to provide important economic opportunities for our local tourism providers.

Conference Goals:

- Raise awareness and engage local tourism stakeholders in sustainable tourism principles.
- Encourage local tourism stakeholders to create sustainable experiences that align with UNESCO biosphere reserve principles, and that can then be marketed as a sub-category through Norfolk County tourism and RTO 1’s regional marketing strategy
- Introduce and discuss potential benefits of the Biosphere Reserve Charter Member concept

(CONFERENCE AGENDA provided on next page)

COST

$30/person

Cash or cheques will be taken at the door on the day of the event but you must RSVP!

TO REGISTER

Please RSVP by calling 519-410-8878 or e-mail brcoordinator@lpwbrf.ca
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Vittoria Community Centre, Vittoria
Friday, April 29th, 2011, 9:30am to 3:30pm

CONFERENCE AGENDA

8:15 a.m.  Registration; Coffee and muffins
8:45 a.m.  Welcome – Peter Black, Deputy Mayor, Norfolk Council & Brian Craig, President, LPWBRF
8:50 am   Introduction – Bernie Solymar, BR Coordinator, Long Point Biosphere Reserve Foundation
9:00 a.m.  The Philosophy of Sustainable Tourism – Gary Clarke, Canadian Sustainable Tourism Advisory Council
9:45 am   Developing Sustainable Tourism: Examples from Around the World – David Telfer, Tourism and the Environment Department, Brock University
10:30 am  Health Break
10:50 am  Creating Tourism Packages and Experiences - Barrie Martin, Yours Outdoors
11:10 a.m. Developing Sustainable Tourism Opportunities in the Long Point - Norfolk Area
Concurrent Sessions:
• Ecotourism - Robin Tapley, Tapley Nature Tours
• Agritourism – Cathy Bartolic, Ontario Farm Fresh
• Heritage Tourism – Brenda Branch, City of Hamilton
12:15 p.m. Regional Tourism Organization: Region 1 Update – Clark Hoskin, Norfolk County or RTO 1 alternate
12:30 p.m. LUNCH (Catered by the Blue Elephant Restaurant)
1:15 p.m.  The Role of World Biosphere Reserves in Sustainable Tourism – Gary Clarke, Frontenac Arch Biosphere Reserve
1:45 p.m.  The Biosphere Reserve Charter Concept – Andrew Spring, Fundy Biosphere Reserve
2:15 p.m.  Examples of Sustainable Tourism Experiences in the Long Point Biosphere Reserve - Dale Vranckx, Blueberry Hill Estate; Mike McArthur, Ontario South Coast Wineries and Growers Association; and Bernie Solymár, EarthTrampers Nature Tours
3:00 p.m.  HEALTH BREAK
3:20 p.m.  Moving Forward – Sustainable Tourism Opportunities for the Long Point – Norfolk Area Facilitator: Trish Manning, Manning Consultants
4:15 p.m.  Closing comments