



## Mission Programs

Center for Sustainable Destinations

27 July 2007

Recognizing the impact of increasing visitation and growth in homogenized development, National Geographic Society's Center for Sustainable Destinations is working to protect all the world's distinctive places through wisely managed tourism and enlightened destination stewardship.

The geotourism approach, defined as *tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents*, empowers communities to take charge of their tourism destiny.

We recognize and support the efforts of the Tahoe Geotourism Initiative. With its dedicated leadership (Jacquie Chandler) and commitment to the geotourism approach, the Tahoe Basin can leverage its wealth of unique assets without compromising integrity of place. We encourage support and participation in this worthy effort. Safeguarding and showcasing the historic, cultural, and natural attractions of the Lake Tahoe area is of vital importance to both current and future generations.

Sincerely,

A handwritten signature in black ink, reading "Jonathan B. Tourtellot". The signature is written in a cursive style with a large initial "J" and "T".

Jonathan B. Tourtellot

Director, Center for Sustainable Destinations