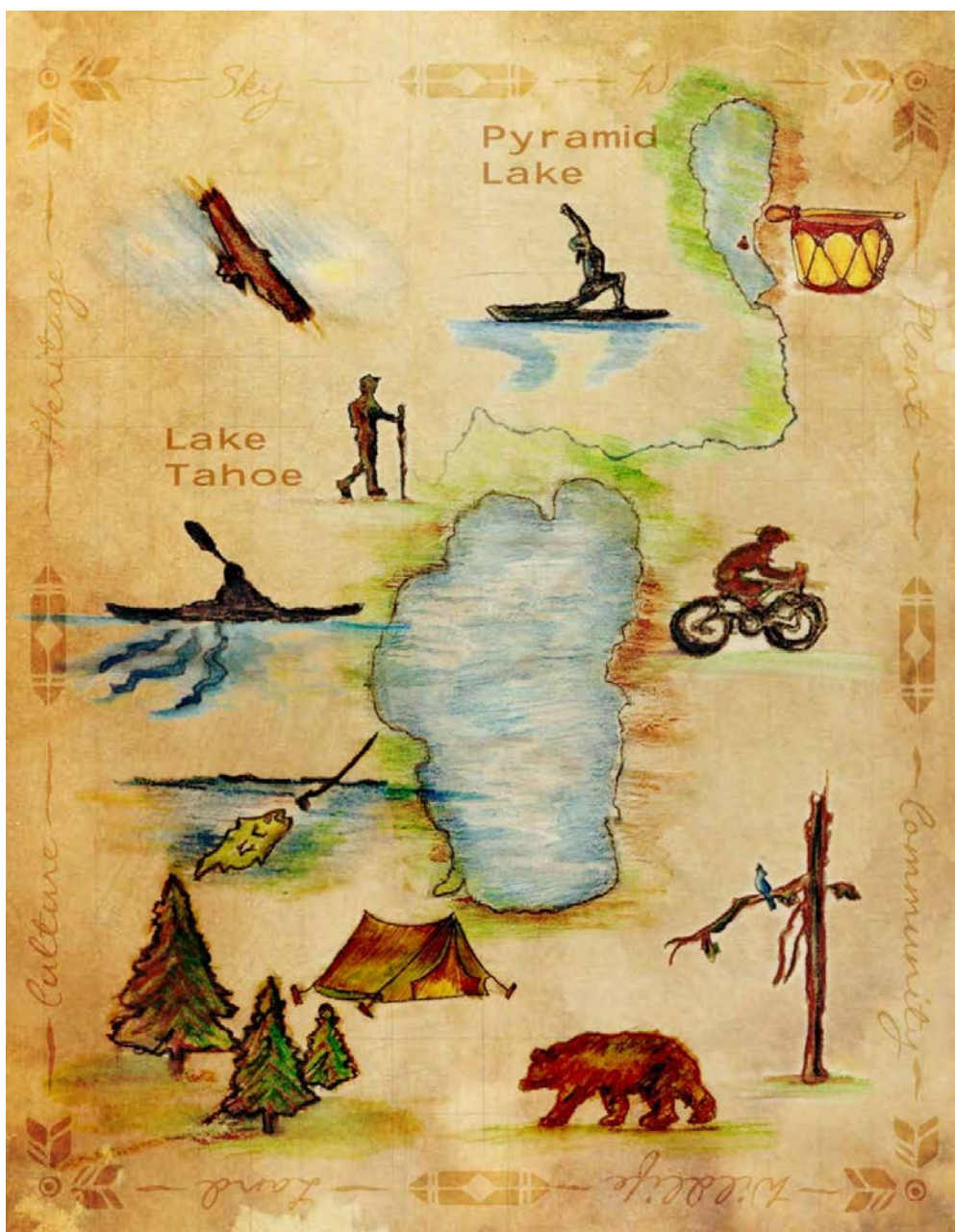


# Geotourism...

## How Preservation is Profitable

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**DRAFT** (pending approval by indetified organizations, agencies, guides, partners, places and people). Feedback to: [sustaintahoe@gmail.com](mailto:sustaintahoe@gmail.com)



You

are invited to



preview a draft of the next phase of the Tahoe Expo and to provide your input and possible permission to work together one more time.

Sustainable Tahoe is excited to announce the debut of an experiential training curriculum based on four years of the Tahoe Geotourism Expo. Because many of you collaborated with us on the Expo, you have a sense of how "Geotrax" (Geotourism Adventure Tracks) can help promote a deeper, richer understanding of the Tahoe watershed and create a culture of stewardship as well as a new business model for the region.

In order to achieve this, we have taken inspiration from the Master Naturalist Program, [Nevada Naturalist](#), and converted our Tahoe Expo into a one-of-a-kind outdoor curriculum where individual Geotrax become hands-on Geotourism courses.

Don't be surprised if you see one of your former Geotrax listed as a potential class. So we would like to know if you would:

- 1) like to participate?
- 2) what part you would be willing to play, if different than prescribed?
- 3) any edits, corrections, suggestions
- 4) how this can benefit your organizations objectives (as we want a win win)

DRAFT Geotourism Course: <http://www.slideshare.net/jacquiechandler/geotourism-tahoes-menu-for-prosperity>

Thanks to all of you during the 5 years of what we have learned together through the Stewardship Congress and Tahoe Expo. This course represents the next phase of our mission to help the region more fully realize sustainable economic, environmental and social prosperity.

Thank you for your time, feedback and participation,

*Jacquie, John and Penel*

Jacquie Chandler, John Hara, Penelope Curtis (Board Members)

PO 3206, Incline Village, NV 89450

[775 762-9666](tel:7757629666)

# Geotourism Course

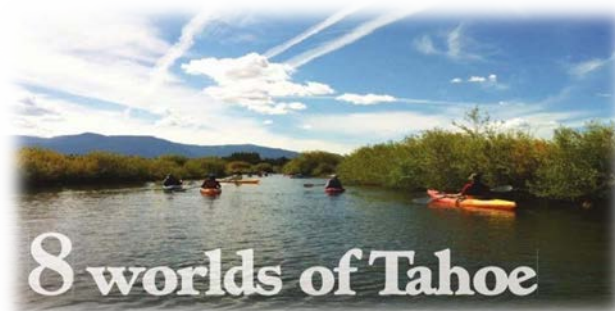
## BUILDING TAHOE'S 21ST CENTURY VISITOR MENU

**Geotourism is destination stewardship;** tourism that sustains or enhances the unique geographical, cultural, aesthetic, heritage, environmental and local well being of a place. Sustainable Tahoe has been demonstrating geotourism in the Tahoe Truckee Watershed since 2010 through annual Tahoe Expositions of Stewardship (Tahoe Expo).

Using the 12 geotourism principles, the 4 Steps and TriNomics and working in collaboration with: 10 Businesses, 17 Non-Profits and 14 Government and Educational Agencies, Sustainable Tahoe's team has facilitated the creation of 10 hosted Geotrax (Geotourism Adventure Tracks). Geotrax are fun, meaningful, low carbon guided adventures that build Geotourism understanding.

Each GeoTrack highlights one or more of the **8-Worlds of Tahoe:** Air, Water, Plant, Land, Wildlife, Culture, Community and Heritage over 150 miles of the Tahoe-Truckee watershed.

This course is designed to enable graduates on how to: Identify, Develop, Promote and Sustain a 21<sup>st</sup> century geotourism visitor menu that creates stewards while rewarding sustainable actions.



### *Follow the water...*

During each 4-6hr adventure session demonstrated geotourism and how to create it. The final 3 sessions will showcase Geotrax created by students, giving them the opportunity to share what they learned given the tools they now understand; 12 geotourism principles, 4 steps (<http://www.slideshare.net/jacquiechandler/geotourism-4-step-worksheet-for-tahoe>) and TriNomic™ model.

This course and its certification will be valuable for those seeking to elevate; economic growth, tourism, resort management, sustainability education, community collaboration, hospitality, destination directives, geotourism guidance, organizations like Generation Green Team and/or those seeking rewards and revenue from sharing local expertise and insight that inspires destination stewardship.

**Note:** This course template can be customized for other destinations in service to help world destinations evolve their local economies by hosting their unique assets in a way that preserves them for the future.

# GEOTOURISM COURSE 15 SESSIONS

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**Session 1 Orientation** location - Tahoe Science Center, Incline Village, NV  
 8Am Washoe representative opens the course with a water blessing at the water's edge  
 9AM Tahoe's Top 3 challenges and how Geotourism can solve them while bringing sustainable prosperity to the region. Introductions, Syllabus, course map goals and equipment  
 Understanding Geotourisms 12 principles, 4 Steps and the TriNomic™ recipe  
 10AM Destination branding and the pursuit of sustainability.  
 Geotourism success stories, scoring Tahoe and reviewing the making of a "GeoTrax Course"  
 12PM Lunch  
 1PM Course materials, questions, transportation, carpooling, geo-teams  
 3PM depart



## Session 2

### Fire and Ice...Tahoe's hot energy bonanza

8AM Assemble: Eco-Sports Kings Beach  
 8:30AM to 10:30AM Kayak/paddle to Tahoe's hot water spot at Brockway  
 10:30AM follow the hot water to **ORMAT's** geothermal plant to understand the engineering of energy  
 12PM Lunch at Peppermill  
 1:30PM see how the geothermal re-cycled system can heat, cool and reduce energy costs by 80%.  
 3PM Return to Kings Beach

#### Guides / Sponsors

Envirorents/ EcoSports <http://tahoecosports.com/>

ORMAT: <http://www.ormat.com/>

Peppermill: <http://www.peppermillreno.com/about-us/going-green/geothermal-heating>

TMCC (David Boden): <http://www.tmcc.edu/physicalsci/geology/>







### Session 3 Avian Adventures...winged wildlife and formation of Lake

**7AM** - Assemble UC Davis Tahoe Science Center (TSC)/Sierra Nevada College (SNC) for a bird walk with experts from Tahoe Institute for Natural Science (TINS). Explore Tahoe's winged residents, native plants and habitat.

**9AM** Tahoe Science Center - 3D movie explaining the unique formation of the lake

**11AM** Lunch at Mountain High Deli (locally sourced food)

**12PM** Return to TSC

#### Guides / Sponsors

**TINS** <http://www.tinsweb.org/>

**Bear League** <http://www.savebears.org/>

**TCS** <http://terc.ucdavis.edu/ed-outreach/tahoe-science-center/>



### Session 4

#### Marsh and Meadow...Tahoe's water filter

Experience how the relationship between land, plants, wildlife and water filter and sustain the lakes clarity.

**7AM** Assemble Commons Beach in South Lake Tahoe

**7:30AM** Kayak to mouth of the Upper Truckee River, taste Marsh Mint and discover the inhabitants that keep Tahoe Blue

**10AM** Shuttle to Cookhouse Meadows restoration

**11AM** Tour Tahoe Keys marsh challenges

**12PM** Lunch Keys Café

**1PM** Return to Start

#### Guides / Sponsors

Tahoe RCD <http://tahoercd.org/>

USFS [http://www.fs.usda.gov/Internet/FSE\\_DOCUMENTS/stelprdb5158607.pdf](http://www.fs.usda.gov/Internet/FSE_DOCUMENTS/stelprdb5158607.pdf)

Tahoe Keys Property Owners Assoc: <https://www.tkpoa.com/>





## Session 5

### Tahoe's Beavers... the Water Stewards and Weavers

**7AM** Assemble River Ranch, Tahoe City to watch how Beavers serve the river system

**8AM** Bike along Truckee river bank habitats

**10AM** Gatekeepers' Museum tour of Washoe heritage and then learn how to weave from the eco-system, by c rafting your own pine-needle basket

**12PM** picnic by the water.

**1PM** Shuttle back to River Ranch

#### Guides / Sponsors

Sierra Wildlife Coalition <https://www.facebook.com/Sierra-Wildlife-Coalition66390266746187/timeline/>

Gatekeepers Musuem <http://www.northtaoemuseums.org/>

River Ranch <http://www.riverranchlodge.com/home>

Washoe People <https://www.washoetribe.us/contents/culture>





## Session 6 Tahoe Time Track (Bus, Bike Boat)

**8AM** Assemble Tahoe City Transit Station

**8:30AM** Bike south to Eagle Point habitat

**9AM** Hike ½ mile to experience the effects of the restoration

**10AM** Bike to Sugar Pine Park and participate in sapling planting

**12PM** Lunch at Obexers or PDQ (reservation)

**1PM** Bus with bikes back to Tahoe City.

### Guides / Sponsors

**Sugarpine Foundation:**

<http://www.sugarpinefoundation.org/about-us/staff-profiles>

**Maritime Museum:** <https://www.tahoemaritimemuseum.org/>

**NDRC** <http://tahoercd.org/>

**TART** <http://www.laketahoetransit.com/>



## Session 7 Wild Mustangs (preventing desertification in NV)

**8AM** Assemble North Reno (Halleluia Junction or Reno Train Station?)

**8:30AM** Shuttle to Wynema Ranch to see Wild Mustangs and the people who steward these horses.

**10:30AM** Ride a Hay Wagon into a valley to learn the legacy and contribution these great make to our culture and land in preventing desertification.

**12PM** Picnic on the Ranch

**1PM** Shuttle back to start

### Guides / Sponsors

**Wynema Ranch:** <http://wynemaranch.com/>

**Virginia Range wild Mustangs**

<http://www.wildhorsepreservation.org/media/virginia-range-mustangs>







## Session 8

### Paiute Tribes...living in rhythm with the land

**8AM** Assemble Legends Mall in Sparks

**8:30AM** Shuttle Black Rock 'solar highway' to Pyramid Lake

**9AM** Paiute traditions and heritage... unique earth formations around undeveloped lake the source of the Lahontan Cutthroat Trout. Uncover the mysteries that weave through the tribes' timeline and why they have not developed around their lake except for clean energy.

**1PM** Return to Legends

#### Guides / Sponsors

**Paiute** <http://plpt.nsn.us/museum/>

**Black Rock Solar** <http://www.blackrocksolar.org/>

**Legends Mall** <http://www.outletsatsparks.com/>



## Session 9

### Independence Lake - Rare Fish Sanctuary

**8AM** Assemble Donner Camp

**8:30AM** Shuttle to Independence Lake

**9:30 AM** Kayak tour on this pristine lake to learn and see the Lahontan Trout who have called this place home for millions of years. Explore the habitat and the heritage

**12PM** Picnic at the lake

**2PM** Shuttle back to start

#### Guides / Sponsors

##### NV Nature Conservancy

<http://www.nature.org/ourinitiatives/regions/northamerica/unitedstates/nevada/placesweprotect/independence-lake.xml>

**TART** <http://www.laketahoetransit.com/>

**Truckee Donner Land Trust:** <http://tdlandtrust.org/>







## Session 10 Washoe Ways...weaving through a 10,000 year eco-system

**8AM** Assemble Sierra Nevada College

**8:15AM** Shuttle to Sand Harbor

**8:30AM** Stand Up Paddle Board (SUP) thru unique geography of Sand Harbor coves.

**10:30AM** Shuttle to Spooner Lake and walk the 2-mile loop scouting plants significant to Washoe heritage and native habitats

**11:30AM** Learn the Washoe art of Milkweed (a core food source for the Monarch butterfly) rope making, weaving connection between land, water, plant and culture.

**12:30PM** Lunch at Lake

**1:30PM** Shuttle back to SNC

### Guides / Sponsors

**NV State Parks** <http://parks.nv.gov/parks/sand-harbor>

**Washoe People** <https://www.washoetribe.us/contents/culture>

**NV Dept Wildlife** [http://www.ndow.org/Bodies\\_Of\\_Water/Spooner\\_Lake/](http://www.ndow.org/Bodies_Of_Water/Spooner_Lake/)

**NV Humanities** <http://www.nevadahumanities.org/>





## Session 11 Incline Flume... mountain treasures and folklore

**8AM** Assemble Tunnel Creek Cafe

**8:30AM** Shuttle with to Incline Flume for a 2 mile hike of botanical, geological, historical wonder. Travel through millions of years of mountain formation up to Gold/Silver Rush fever . Weave through granite boulders, high-desert terrain, creeks filled with Smokey Quartz, wildlife, medicinal plants, spiced with majestic lake vistas.

**12PM** Lunch at Tunnel Creek Café where we meet the Ghost of Mark Twain!

**1PM** Depart

**Guide/ Sponsors**

**SNC** <http://ekayasolutions.blogspot.com/2011/10/incline-flume-trail-lake-tahoe.html>

**TMCC** (David Boden): <http://www.tmcc.edu/physicalsci/geology/>

**IVCBHS** <http://tahoehistory.org/>

**Tunnel Creek Station** <http://tunnelcreekcafe.com/>



## Session 12 -14 B Create your own Geotrax!

Students are now ready to design their own Geotrax using the 12 Geotourism principles and TriNomic™ tools provided. Each student will have 30 minutes to present their GeoTrack outline. (3 days of 4- hour Sessions will allow 20 students to present with time for a final wrap up and beach picnic.

## Session15 Summary

**\$1500.00** includes transit, (some) meals and equipment

Course begins with a Geotourism overview, followed by 10 learn-by-doing geotourism field Sessions covering the entire 150-miles of the Tahoe-Truckee watershed from South Lake Tahoe to Pyramid Lake, completing with 3 Sessions for students to share their GeoTrack designs, 1 final feedback and next steps.

### Course admission includes:

- 1) Geotourism guides /experts in the field of each study
- 2) Materials needed for any of the crafting projects
- 3) Lunch (provided by local business who practice sustainability)
- 4) Field manual, Session materials
- 5) Branded water bottles, visors
- 6) (SUP) Stand Up Paddle boards and bikes
- 7) Bus passes, shuttles and water transport

## Collaborating Partners

NV Tourism, NV Humanities, TART, NV State Parks, UC Davis, UNR, IVCBHS, NRDC, League to Save Lake Tahoe, Washoe Cultural Resources, North Tahoe Resort Assn., SNC, LTCC, Eco-Sports, Tunnel Creek Station, FIT, Tahoe Bike Coalition, Waste Not, EcoSports, Mountain High Deli, Keys Café, TRPA, Wynema Ranch, Ormat, Friends Incline Trails, Tahoe Rim Trail, Paiute Tribe, Black Rock Solar, Tahoe Science Center, TINS, Virginia Range Wild Mustang Preservation League, Legends Mall, IVGID, NV State Parks , Tahoe Vistana Inn, Cedar House, Sierra Nevada College

## Geotourism Certification

Successful completion of this hands-on learn by doing course will provide graduates of the tier 2 Master Naturalist Geotourism course with a stewardship badge for each of the 8 Worlds and a comprehensive understanding of the:

- 12 geotourism principles of destination stewardship
- 4-steps for developing geotourism in a destination
- TriNomic™ collaboration model

Graduates will be great candidates for tourism, resort, hospitality and economic development work to identify, create and/or develop geotourism activities and attractions. This will be an asset to any resort or tourism position seeking candidates fluent in sustainable tourism strategies.





**Activity Legend**

	<b>Wildlife Viewing</b>		<b>Wild Horses</b>
	<b>Shuttle</b>		<b>SUP Yoga</b>
	<b>Bicycling</b>		<b>SUP Stand Up Paddle</b>
	<b>Bird Watching</b>		<b>Native Heritage</b>
	<b>Scenic Views</b>		<b>Fishing &amp; Fish viewing</b>
	<b>Culture</b>		<b>Local Brew</b>
	<b>Water Transit</b>		<b>Horseback riding</b>
	<b>Local Food</b>		<b>Mountain Climbing</b>
	<b>Walking / Hiking</b>		<b>Underwater Exploration</b>
	<b>Kayaking</b>		<b>Rafting</b>
	<b>Science</b>		<b>Skin or Scuba Diving</b>
	<b>Medicinal Plants</b>		<b>Local Music</b>

