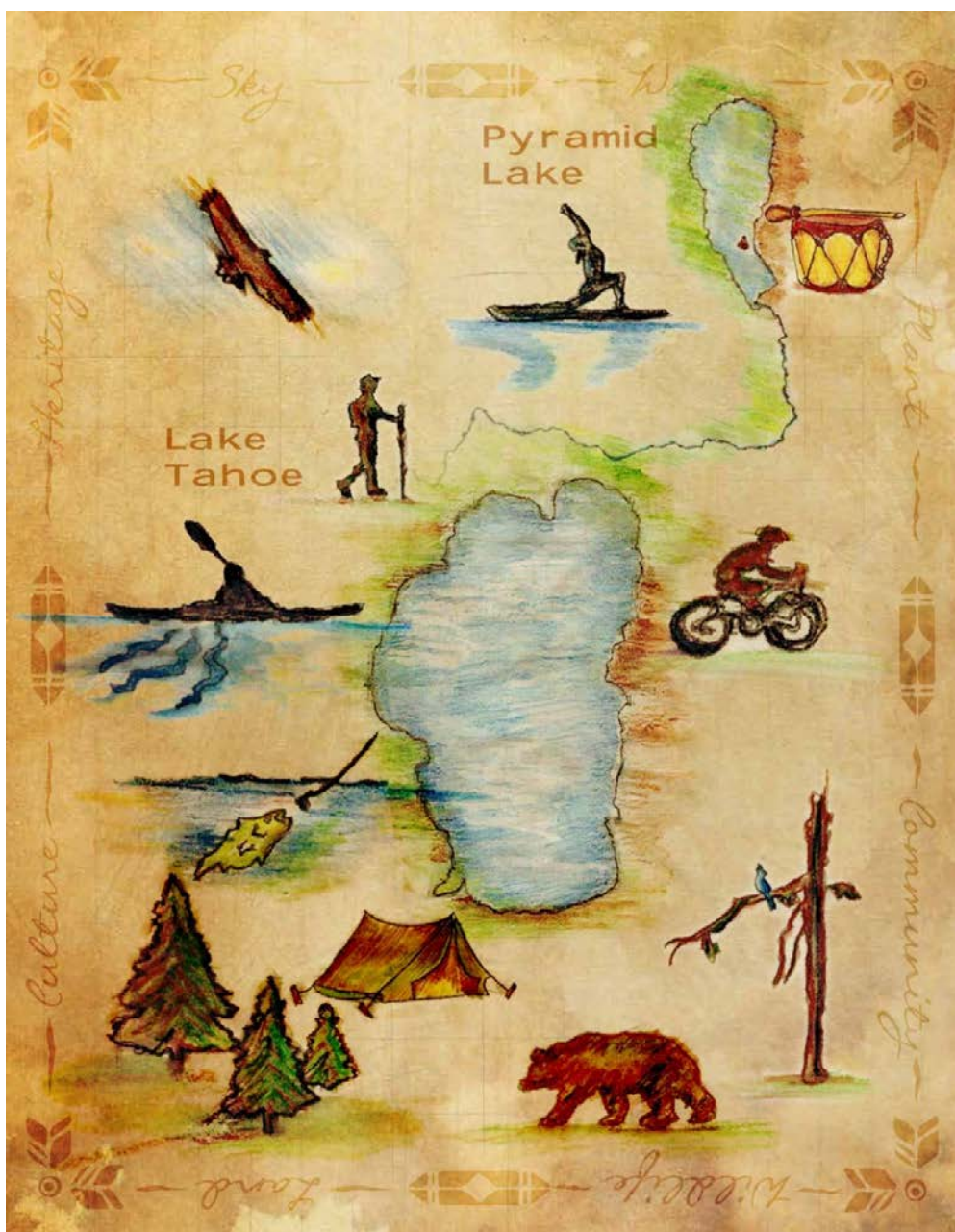


Geotourism...

How Preservation is Profitable

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



Geotourism Course

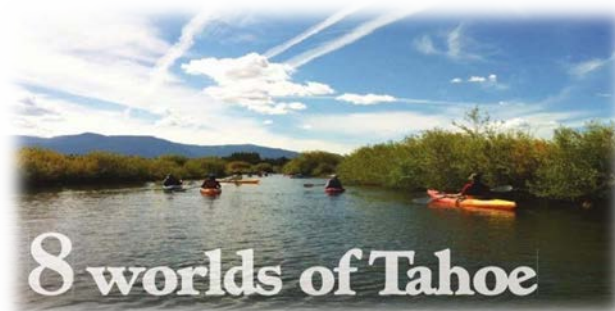
BUILDING TAHOE'S 21ST CENTURY VISITOR MENU

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 21st 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

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

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 ecosystem, 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 ...South Reno TBD

8:30AM Shuttle to Summit ridge to see Wild Mustangs and the people who steward these horses.

10:30AM Ride to sites being stewarded by a group of locals supporting the well being of the wild mustangs who are preventing desertification.

12PM Picnic on the range

1PM Shuttle back to start

Guides / Sponsors

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/

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.

Example of a SJSU Students GeoTrax : <https://www.slideshare.net/jacquiechandler/geotrack-wild-mustangs-native-culture>

Session15 Summary

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

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



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