

DHARAMSALA AWAITS YOU. COME JOIN US.



EcoStorm Dharamsala 2008

EcoStorm – a movement for Sustainable Tourism
Destination Development

Workshop focus: Tourism in Peace with People and Nature

House of Peace and Dialogue, Dharamsala, India

March 24th – 28th 2008





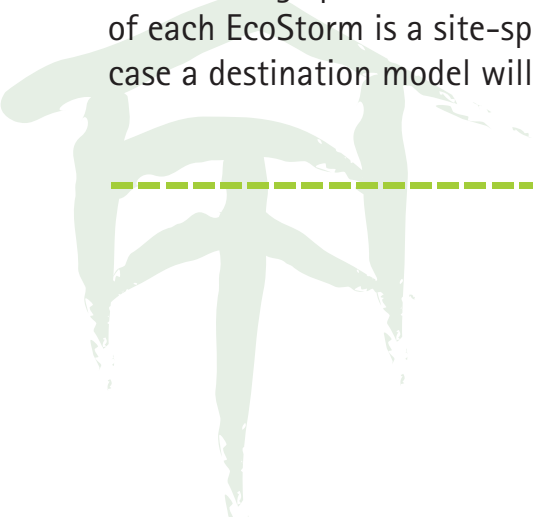
THE ECOSTORM APPROACH

EcoStorm acts as a global resource for sustainable tourism destination development. We believe that truly successful destinations must rest on a strong foundation with three major pillars: **People**, **Planet** and **Profit**. In this workshop we explore the challenges and opportunities associated with each of these. The workshop explores each pillar through a set of five core sessions, several field excursions and with the help of leading expertise in the field of sustainable tourism, conservation and development.

The EcoStorm approach creates models for ecotourism development at specific destinations. The models ensure that the destination develops in ways that are culturally acceptable, environmentally sustainable, and economically viable.

Our workshops take a hands-on approach and are based on a participatory process involving resource people from within our own organization, as well as experts from a wide network. Some of these include the tourism sector, environmental organizations involved in tourism-for-conservation and development organizations utilizing tourism in poverty alleviation and community development. Each workshop also includes local tourism practitioners and destination stakeholders.

EcoStorm provides an inspiring learning arena and opportunities to share experiences and exchange practical knowledge in sustainable destination development. The outcome of each EcoStorm is a site-specific model for sustainable tourism development. In this case a destination model will be developed for Dharamsala, India.





WORKSHOP FLOW

Day 1

session I

TOURISM AND CONTEMPORARY GLOBAL CHALLENGES:

- International charters and policy documents such as the International Panel on Climate Change and the UN Millennium Development Goals and the role of Sustainable Tourism
- Contemporary global challenges, the mandate of Sustainable Tourism and how it can help make the world a better place, in terms of environmental governance, democratic methods, diversity, identity and integrity.

Moderator: Arild Molstad, Writer & Producer and Stefan Norris WWF, Basecamp Foundation (BCF).

Day 2

session II

RESOURCE CONFLICTS AND MITIGATION – A TOURISM PERSPECTIVE

- Definitions of conflict and peace. Geographical areas and social settings where conflict is present or at risk of developing where tourism is an obvious stakeholder.
 - Potential conflict areas where tourism is an obvious stakeholder – underlying reasons and possible solutions.
 - How best practice in ecotourism connects to processes that may mitigate local conflict such as; good governance, transparency, fair trade, sharing of resources, capacity building etc.
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Session III

TOURISM INVESTING IN PEOPLE AND NATURE:

Tourism is not expected or apt to address the problems of our world on its own. Well founded and well structured partnerships for development and conservation is paramount in counteracting negative global trends.

- Characterizing traveler's philanthropy
- Corporate Stakeholder Responsibility (CSR)

Moderator: Dr Martha Honey, Centre for Ecotourism and Sustainable Development (CESD) and Dr Lars Lindkvist, Basecamp Foundation (BCF).





Day 3

Session IV

DEVELOPING AND MANAGING PREMIUM ECOTOURISM DESTINATIONS:

- Best practice in Ecotourism is Sustainable Tourism – real experiences
- Business Sustainability – Finance, Marketing and Business partners
- Investing in Ethical Tourism – Who and Why?

Moderator: Judy Kepher-Gona, Ecotourism Kenya (EK) and Dr Lars Lindkvist, Basecamp Foundation (BCF).

Day 4

Session V

COMMUNITIES – ROLES, RIGHTS & RESPONSIBILITIES:

- Obstacles to Success in Community Based Tourism (CBT)
- Expectations and Reality – a cultural perspective of communities and investors

Moderator: Judy Kepher-Gona, Ecotourism Kenya (EK) and Dr Martha Honey, Centre for Ecotourism and Sustainable Development (CESD)

Day 4 & 5

Session VI

ECOSTORM DHARAMSALA CHARTER

EcoStorm applies the practical outcomes from sessions I-V in a case study by addressing the need for the 3 P's – People, Planet & Profit. This is in order to create a platform for future sustainable tourism destination development in Dharamsala, Himalaya Pradesh.

Moderator: Basecamp Foundation (BCF)





Workshop Outputs:

- EcoStorm – a practical methodology applied in sustainable tourism destination development
- Dharamsala Charter

Workshop energizers

A selection of energizers will be experienced during the week. A Macleod Ganj Town Walk, A Visit to Norbulingka Institute – the replica of Dalai Lamas summer palace in Lhasa, A tour of the Tibetan Children Village, a dinner in the wilderness with our Tibetan friends, storytelling and prayer chants by the campfire, traditional Tibetan & Indian music performances, A Kangra Valley walk in the hillsides of the Dauladhar mountains visiting temples and a countryside Gaddhi village all led by our local guides will connect you with the multicultural and spiritual atmosphere of Dharamsala and its people as well as facilitating a “hands-on” approach to Dharamsala case study.

For questions, contact info@houseofpeaceanddialogue.com

Deadline for registration to workshop: March 7th 2008 www.houseofpeaceanddialogue.com

