

2018 Tourism Summit – Learning Lab notes:

“Practical Steps for Sustainable Tourism on the Olympic Peninsula”

Discussion leaders included: Jonathan Tourtellot, Destination Stewardship Center, www.DestinationCenter.org

Chris Butler-Minor, Olympic Coast National Marine Sanctuary, <https://olympiccoast.noaa.gov>

Steve Shively, Jefferson County Tourism Coordinating Council, <http://www.enjoyolympicpeninsula.org> and Olympic Culinary Loop, www.OlympicCulinaryLoop.com

Topic raised for consideration included:

- Umbrella for all Sustainable Tourism efforts
- Best practices for high quality sustainable tourism
- Communications
- NOAA’s Blue Star
- Education
- Waste
- ROI and Proof of Value of investing in Sustainable Tourism efforts.

Shared observations related to Topics included:

- Umbrella for all Sustainable Tourism efforts

Destination Master Plan needed for regional sustainable tourism (ref. Paul Ouimet’s and Jonathan’s Destination Stewardship Council resources)

NOAA’s Blue Star program for Olympic Coastal hospitality providers

Community inroads – (Understanding and framing a fundamental Eco Tourism literacy)

- Best practices for high quality sustainable tourism

Resource: ENTREAMIGOS - Educational Community Center in San Pancho Nayarit (NGO), ref. <http://sanpancholife.com/community/entreamigos> and <https://entreamigos.org.mx/>

Offer internships to help provide base-line environmental audits

Values | Goals | Communicating message to both visitors as well as housekeeping and facilities departments.

Olympic Culinary Loop reports that added value producers of wine and cider are looking for – ideally local – alternatives to 750ml imported glass bottles. Livestock farmers are seeking low carbon footprint alternatives to Tacoma for Organic meat and poultry processing.

- Waste

Micro plastics and Marine debris:

Resource: Fishing for Energy - <https://www.nfwf.org/fishingforenergy/Pages/home.aspx> and <https://marinedebris.noaa.gov/prevention/fishing-energy>

Million Waves – ref. <https://www.millionwavesproject.com/>

Needs for coordination and economy of scale solutions (e.g. Coho Ferry, Green House B&B and others all hire drivers to transfer recycling.)

JBLM (ref. Ida of Linda’s Grill, Neah Bay) lifts up the community recycling found throughout the base.

Plastic Recycling Workspace, (ref. <https://preciousplastic.com/en/workspaces.html>, c/o Port Angeles Mayor, Sissi Bruch)

- NOAA’s Olympic Coast National Marine Sanctuary’s - Blue Star

Model after Florida Keys National Marine Sanctuary, an authentic Olympic Coast Blue Star program could provide a one-stop portal for area sustainability info., along with best practices and access to economies of scale for success. c/o Chris Butler-Minor Ref. Florida Key's Blue Star <https://sanctuaries.noaa.gov/bluestar/become.html>

Also, Rufina Garay, Chief Strategy Officer at Fort Worden (www.fortworden.org) is in the initial stages of designing a long term, strategic, sustainability plan and program at Fort Worden, and invites other stakeholders for collaboration to a systems-oriented, collaborative approach to sustainable tourism – and opportunities to scale – the efforts of Fort Worden across the Olympic Peninsula.

- Next Steps?

Stay in touch! If interested in getting involved contact us for more information.

Until a webpage is dedicate to this topic, Contact – Steve Shively, steve@S3solutions.biz, 360.440.7006