

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 is a concept that is developing into a global resource for sustainable tourism destination development. Initiated and directed by the Basecamp Explorer Group, sustained by a strong network of experts and practitioners, we believe that truly successful destinations must rest on a strong foundation with three major pillars: **People**, **Planet** and **Profit**.

Based on more than ten years of hands on experience and best practice principles, this workshop explores the challenges and opportunities associated with each of these three pillars. We will examine 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 SETTING

The tourism industry is at a crossroads. Major players in the industry are catering to growing demand by lowering prices and increasing volume, and by doing so disregarding their carbon footprint as well as other negative impacts on nature and communities. However, others are actively pursuing responsible tourism actions against global warming and towards a more sustainable future for the Planet.

Three of the past four Nobel Peace Prizes have highlighted the importance of environment , local economic development and mitigation of climate change. In creating a more sustainable and peaceful world by focusing on these core areas, EcoStorm presents a new and important concept that sets the trend for sustainable tourism destination development.

The workshop will seek to give guidance on how this particular form of tourism development can best become part of the solution – rather than part of the problem.





THE LOCATION

Dharamsala, India, in the southern Himalayas, is at the epicentre of an area facing some of the most severe impacts of climate change. The massive glaciers and snowy peaks forming the backdrop of this quaint village are melting, causing widespread damage. The water supply and livelihoods of hundreds of millions of people downstream in India, Nepal and neighbouring countries are threatened.

Here, the Dalai Lama and his followers have established a Tibetan community in exile, dedicated to the pursuit of non-violent conflict resolution and the stewardship of nature. What better place could be chosen for a seminar on Tourism in Peace with People and Nature?

The seminar will take place at the Dharamsala House of Peace and Dialogue, built and managed by the Basecamp Foundation and the Tibetan Children Village. The House provides spacious, comfortable and practical facilities for focused, open, and enlightening discussions, workshops, and seminars.

The House of Peace and Dialogue is one of several such teaching and capacity-building centres being developed by the Basecamp Foundation to promote creative thinking and future-oriented actions in sustainable tourism. Having won several international awards themselves, Basecamp seeks to promote sustainable tourism practices through such centres in Kenya, on Spitsbergen in the high Arctic, and in the Pyrenean Mountains of Europe and in Dharamsala.





THE ECOSTORM PROGRAM

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. 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.

For more on the program content, please see: www.houseofpeaceanddialogue.com

FACILITATORS



The seminar presenters and facilitators include:

- Martha Honey, Director of the Centre for Ecotourism and Sustainable Development (CESD), Washington DC, USA.
- Arild Molstad, Writer, photo journalist and international consultant on environment & culture, Norway.
- Judy Kepher Gona, Executive, Ecotourism Society Kenya (ESOK).
- Stefan Norris, International Conservationist and Senior Advisor to the Basecamp Foundation, Norway.
- Dr Lars Lindkvist, CEO of the Basecamp Foundation, Kenya.
- Representatives, International & Environmental Desk, Tibetan Government in Exile.
- Representatives, Indian local authorities, Dharamsala
- Most important is the worldwide expertise brought to the seminar by participating practitioners, decision makers and scholars in sustainable tourism.

Introductory notes and blessings will be given by His Holiness the XVII Gyalwa Karmapa Rinpoche, spiritual leader. His Holiness the Dalai Lama will be in Dharamsala during the seminar, and has shown an interest in the program.



THE PARTICIPANTS

The seminar seeks to engage and involve resource persons from within the tourism sector, environmental organizations involved in tourism-for-conservation and development organizations utilizing tourism in poverty alleviation and community development.

This is a not-for-profit arrangement. The five-day seminar, with full board & accommodation, field activities, course material, and literature are offered substantially below commercial rates.

Please register before March 7th 2008 at www.houseofpeaceanddialogue.com
Bookings and other inquiries can be sent to info@houseofpeaceanddialogue.com

