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PRESS RELEASE

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Acclaimed Explorer and Oceanographer Sylvia Earle to address 'Green' Resort and Vacation Home Developers at Stanford Symposium

Oceanographer and deep-sea explorer Sylvia Earle will address participants at the Executive Symposium for Innovators in Coastal Tourism Development, presented by the Center for Responsible Travel (CREST) and the Center for Global Business and the Economy at Stanford University, January 20-22, 2010. Through decades of research and underwater exploration, Dr. Earle, who is explorer-in-residence at the National Geographic Society, has become a world renowned scientist warning of the fragility of the earth's oceans and advocating for their protection.

The symposium, designed for developers, builders, architects, financiers, and property managers, will explore new models of green and socially responsible design, construction and operation of coastal tourism properties and attractions. In recent years, a small but growing group of industry leaders have been applying the principals of green design and management to larger coastal properties. This unique executive seminar will bring together, for the first time, those involved in this relatively new field of responsible tourism.

The symposium will focus on coastal and marine tourism in North America, the Caribbean, and Central America. Among those participating are David Jerome, IHG's Senior VP of Corporate Responsibility; David Sklar, CEO Star Island Bahamas; David Leventhal, Playa Viva Mexico; Antonio Pares, Mithun Architects; Romarico Arroyo, Hacienda Tres Ríos; Polibio Schiffino, Casa Bonita Dominican Republic, and many more.

The symposium will examine how resort and vacation home developments, particularly along coastlines and on islands within a day's reach of the North American market, are contributing to a variety of environmental problems. The problems range from destruction of mangroves, coral reefs, coastal forests, and native biota, to shortages of water, energy, and local foods such as fish and lobster.

In speaking to leaders of an industry that depends on surf and sun, Dr. Earle will describe how, within the last fifty years "we have lost – actually, we've eaten – over 90 percent of big fish in the sea." In addition, half of the world's coral reefs have been lost, and the ocean has become more acidic as a result of greenhouse gas emissions.



Dr Earle says that she welcomes the opportunity to work with innovators in coastal tourism development to address these challenges. “I also appreciate the opportunity to partner with CREST on this critically important topic.” She said.

Earle has spent more than 6,000 hours underwater conducting deep-sea expeditions and research projects. Other notable accomplishments include serving as Chief Scientist of the National Oceanic and Atmospheric Administration, and authoring many books including her latest, *The World is Blue: How the Ocean’s and Our Fate are One*.

Other notable speakers to represent environmental causes at the symposium include the Chief Expert on Climate change at the World Bank, Dr. Walter Vergara, Stanford Business School professor Bill Barnet, and CaribSave Director Dr. Murray Simpson from Oxford University.

Professor David Orr of Oberlin College, author of *Design on the Edge: Making of a High Performance Building*, will complement the other speakers with a practical and inspiring message on building green. Orr is currently heading an ambitious initiative to make Oberlin the “greenest” town and college in the United States.

Registration for the Symposium is now open. For more information and to register, please visit www.crestconference.org.

About the organizers:

Center for Responsible Travel (CREST) is a policy-oriented research institute affiliated with Stanford University. It is committed to using tourism as a tool for poverty reduction and biodiversity conservation. CREST’s network of experts provides interdisciplinary analysis and innovative solutions through consultancies, research and field projects, publications, conferences and courses. Core programs include Coastal and Marine Tourism, Market Research, Travelers’ Philanthropy, Ecotourism and Certification.

The Center for Global Business and the Economy (CGBE) is a division of the Graduate School of Business at Stanford University that emphasizes research, teaching, and course development resources on global business issues. Founded in 2004, the center investigates the increasing complexities of global-scale business: running operations across dispersed geographies, in a variety of cultural settings, and under different economic, legal and political institutions. Given these challenges and the increasing scale of international business, CGBE aims to equip students with the mindset and knowledge required to manage effectively in the global environment.

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