



The Green Tourism Association *by Fran Moscall*

The Green Tourism Association hosted a meeting of members and non-member organizations interested in promoting eco-friendly tourism in January 20th, at the Textile Museum. The Association has as its mission the intent " to develop and cultivate a green tourism industry which is ecologically sound, fosters appreciation of and respect for diverse cultural and natural heritage, and strengthens local economies and communities".

www.greentourism.ca

The purpose of the meeting was to present a prototype web-map that would be used to link a wide variety of green tourism assets that exist in Toronto. Eventually the intent is to embrace areas around Toronto extending across Ontario and the rest of Canada. Green resources include such things, as accommodation, alternative kinds of transportation, events, food, entertainment, green spaces, products etc. The web-map is interactive providing maps of the city that would help users get to where they want to go to enjoy the green resources of the city. Maps being created would be tailored to the user's request.

This enterprise has great potential for helping to promote the value of our urban forests and to encourage tourists and other citizens to ensure that our forests are protected and flourish. Participants at the meeting have been asked to review the prototype so that their comments can be used to refine its usefulness and potential. The Green Tourism Association expects to hold a formal launch of the web-map in April or May of 2004.