



OUR MISSION To create and sustain a thriving and attractive community, surrounded by Anza-Borrego Desert State Park, where residents enjoy a quality lifestyle, prosperous businesses meet community needs, and tourism enhances the character and well-being of our village.

What is Geotourism? Tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents.

Geotourism Approach to Sustaining Destinations: Utilizing a community stakeholder engagement process designed to develop and strengthen destination partnerships to support economic development, celebrate local culture, sustain natural and cultural assets, and enhance the well-being of residents through sustainable tourism management and marketing.

2018 – 2019

Goals, Objectives and Results

To date the BVA has raised and spent over \$160,000, from public grant making agencies and private donors to successfully implement a suite of program activities including;

- Facilitating a series of **Tourism Visioning Workshops**.....\$10,000
- Conducting a comprehensive **Visitors Survey**.....\$5,000
- Writing a **Sustainable Tourism Strategic Plan**.....\$15,000
- Organizing, developing and managing the **Borrego Village Association**....\$25,000
- Supporting the **2019 Super Bloom** with planning and sanitation facilities...\$5,000
- Creating an interactive website, **BorregoExperience.com**, to tell the story of and promote our place-based authenticity to a global audience of travelers.....\$35,000
- Partnering with the National Association for Interpretation (NAI) to conduct **Hospitality Skills Training** for local residents to become NAI Certified Interpretive Hosts.....\$30,000
- Initiating in the 2019-20 school year with **Borrego Springs Unified School District a NAI Certified Interpretive Hosts and Guide program** as a for-credit course elective for high school juniors and seniors.....\$35,000

In October 2018 **40 residents of our community attended a half day “Introduction to Hospitality”** training program led by NAI. Courses organized in May and December 2018 and May and October, 2019 resulted in **21 Borrego Springs residents achieving Interpretive Host Certification and 5 other residents becoming Certified Host Trainers**. The program builds the capacity of local residents, enhances their ability to support the businesses that employ them, develops skill sets for local residents to be more employable, inspires young people with opportunities in the travel and tourism trades and develops a cadre of local ambassadors to represent Borrego both in and outside of our destination.

15 Borrego Springs High School Students taking the interpretation course will achieve two professional level, internationally recognized, accreditations from the National Association for Interpretation as Certified Interpretive Hosts and as Certified Interpretive Guides. Students will also have access to NAI’s Career Resources service.

Borrego Springs High School Interpretation Course includes a practical **internship program** for the students in co-operation with Anza-Borrego Desert State Park, Anza-Borrego Foundation, Anza-Borrego Desert Natural History Association, Bike Borrego and California Overland Tours.