



SAN DIEGO STATE
UNIVERSITY

Graduate and Research Affairs
Vice President for Research
Dean of Graduate Affairs
San Diego State University
5500 Campanile Drive
San Diego CA 92182-8220
Tel: 619-594-2978
Fax: 619-594-3561

July 18, 2008

The Honorable Susan Golding
Chair
Blue Ribbon Task Force
Marine Life Protection Act Initiative
c/o California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento, CA 95814

The Honorable Donald Koch
Director
California Department of Fish and Game
1416 Ninth Street
Sacramento, CA 95814

Dear Ms. Golding and Mr. Koch:

On behalf of San Diego State University, I nominate the following individuals for selection to the South Coast Regional Stakeholders Group (SCRSG). While each has unique subject-matter expertise, they are uniform in their desire to participate in the MPA process, their extensive local knowledge, and their proven ability to work with diverse groups to build consensus and effect action.

In addition, I wish to endorse the nominations by Scripps Institute of Oceanography of: Mr. Al Ducheny, Dr. Ed Parnell, Dr. William Fox, and Mr. Dave Rudie. Upon review of their qualifications, I concur with Dr. Haymet's recommendation that they be given full consideration for selection to the SCRSG.

Sincerely,

Thomas R. Scott
Vice President for Research and
Graduate Dean

Dr. Vinod Sasidharan

Associate Professor and Program Coordinator
Recreation and Tourism Management Program
School of Hospitality and Tourism Management
College of Professional Studies and Fine Arts

San Diego, CA 92182-4531

Dear Ms. Golding and Mr. Koch:

On behalf of San Diego State University, I would like to nominate Professor Vinod Sasidharan to the South Coast Regional Stakeholder Group (SCRSG). Dr. Sasidharan is an Associate Professor at SDSU and the Coordinator of our Recreation and Tourism Management Program.

Dr. Sasidharan's academic work focuses on the concept of the "sustainability of tourism resources" with particular emphasis on global tourism trends, sustainable tourism, geotourism, ecotourism, cultural tourism, grassroots tourism development, and cross-cultural analysis of tourism and recreation behaviors. His work has predominantly concentrated on identification of policies and strategies that address international/global trends, cross-cultural diversity/transitions, and technological advancements that impact the management of local, national and international resources.

As you know, it is important for communities to develop tourism policies and economic goals that are compatible with environmental and sociocultural systems. Dr. Sasidharan's field research has demonstrated that the efficient planning and management of tourism at the community-level depends upon sound policy-making that accentuates benefits to community stakeholders, especially environmental protection and sociocultural well-being, while mitigating negative effects (natural resource deterioration, social isolation, cultural erosion, etc.). Additionally, his professional interests include the evaluation and implementation of grass-roots tourism initiatives, involving local community participation in planning and decision making for sustainable tourism development at the destination level. Dr. Sasidharan's enduring professional goals are to advance knowledge concerning sustainability assessments and cross-cultural analyses in the field by conducting original research that applies innovative methodologies and integrates technological solutions through organizational collaboration.

Locally, Dr. Sasidharan works with the South Bay Ecotourism Initiative, an effort to review the ecological sustainability of the region and future management needs. The outcome of this work will be the formulation of proactive urban tourism and recreation resource management strategies that accommodate the needs of community members, especially those from underrepresented segments of the population.

Dr. Sasidharan is also engaged in active projects with The City of San Diego's Mayor-appointed Senior Affairs Advisory Board (SAAB) in conjunction with the (SD) City's Department of Recreation, Parks and Tourism, as part of a larger study funded by the Robert Wood Johnson Foundation.

In terms of fund-raising, Dr. Sasidharan has broad-based and continuous funding support representing both the value of the research as well as Dr. Sasidharan's ability to communicate and build consensus around valuable projects. His research has been funded/supported by federal agencies including the National Institutes for Health, U.S.D.A Forest Service, U.S.D.I. National Park Service, U.S. Peace Corps., nationally-renowned philanthropic agencies such as the Robert Wood Johnson Foundation, local agencies such as the City of San Diego Commission for Arts and Culture, and private-organizations including Marriott Corporation/CHRIE and Meeting Professionals International.

Because the goals of the Marine Life Protection Act include conserving biological diversity, protecting habitats, aiding in the recovery of depleted fisheries, *and* promoting recreation, study, and education, we feel that Dr. Sasidharan's participation as an expert on the interplay between ecological resources and recreation/tourism will bring a valuable and vital viewpoint to the SCRSG.

In consultation with Dr. Sasidharan, he has enthusiastically accepted our nomination and looks forward to serving with the SCRSG. His history of collaborative research and the interdisciplinary nature of his work (engaging fields including forestry, geography, oceanography, psychology, public health, and sociology) insures that his views will be communicated clearly even to non-experts, and in the spirit of cooperation and consensus.

Dr. Sasidharan is tremendously well-respected in his field, pioneering novel research around the globe (e.g., he was the first and only tourism consultant to the Orastie region in Romania, an effort funded by the Peace Corps). He is active as a publishing researcher (please see attached representative publications), as well as a practitioner in community planning to maximize the benefits of ecological resources. He is presently engaged in local projects that are relevant to the South Coast Region in general and San Diego in particular. He has a record of close collaboration with scientific, professional and civic organizations. We feel Dr. Sasidharan's global expertise and local engagement would make him a powerful asset to the SCRSG, and therefore encourage you to give his nomination your full consideration.

Dr. Sasidharan's nomination is also supported by Scripps Institute of Oceanography, as indicated in their nominating letter.