For Release Saturday, April 3

KEYNOTER NAMED FOR CONFERENCE

Author, educator and landscape architect Dr. Clare A. Gunn of Texas A&M University will be keynote speaker for the 1976 Oklahoma Tourism and Recreation Conference on April 7.

"Dr. Gunn has pioneered efforts to build a bridge between the planning and design disciplines and the fields of recreation and tourism," said Abe L. Hesser, Executive Director of the sponsoring Oklahoma Tourism and Recreation Department. "His background makes him a natural to set the theme for our conference which is 'Partners'."

"The conference is planned to show interrelationship between Oklahoma's assets--cultural, historical, scenic, and recreational attractions--and their importance to our efforts to promote tourism," Hesser said.

"There is correlation between all the elements which make the tourism and recreation industry," Dr. Gunn said. "Each part must look at itself and its responsibility as part of the whole. We can gain through cooperation at the basic levels which make tourism go."

The conference, an annual event, last year attracted nearly 400 people to discuss the state of the travel and recreation industry in Oklahoma. This year's program is scheduled for April 7 at the Hilton Inn West in Oklahoma City. The agenda includes workshops on a variety of topics related to the conference theme.
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The Oklahoma Tourism Countries Association and the Oklahoma Lakes Association annually conduct their Legislative Appreciation Dinner in conjunction with the conference.

Gunn is a native of Michigan and taught 21 years at Michigan State University in the School of Land and Water Conservation, in the School of Hotel and Restaurant Administration and working in Tourist and Resort Extension. He also instructed at the University of Hawai'i's Travel Industry Management School and the School of Landscape Architecture at the University of Guelph, Ontario, Canada.

For the past eight years, Dr. Gunn has been with the Department of Recreation and Parks at Texas A&M.

Gunn's book, Vacationscape, earned an Award of Special Recognition from the American society of Landscape Architects. He co-authored a book on Motel Planning and Business Management, and has written several articles for professional journals and trade publications.

Gunn is a member of the American Society of Landscape Architects and the Travel Research Association. He earned a bachelor's degree in landscape architecture and a master's in land and water conservation from Michigan State, and his doctorate in landscape architecture from the University of Michigan.

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