

# GSTC GLOBAL SUSTAINABLE Tourism Conference 2017

  
aysén:patagonia.

Chile - Aysén - Coyhaique 

6 - 9  
September



**SERNATUR**  
Región de Aysén



2017  
AÑO INTERNACIONAL  
DEL TURISMO SOSTENIBLE  
PARA EL DESARROLLO



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**The Global Sustainable Tourism Council (GSTC)** establishes and manages global sustainable standards, known as the GSTC Criteria. There are two sets: Destination Criteria for public policy-makers and destination managers, and Industry Criteria for hotels and tour operators. These are the guiding principles and minimum requirements that any tourism business or destination should aspire to reach in order to protect and sustain the world's natural and cultural resources, while ensuring tourism meets its potential as a tool for conservation and poverty alleviation.

The GSTC is an independent and neutral organization, legally registered in the USA as a 501(c)3 non-profit organization that represents a diverse and global membership, including UN agencies, NGO's, national and provincial governments, leading travel companies, hotels, tour operators, individuals and communities – all striving to achieve best practices in sustainable tourism. It is a virtual organization without a main office, with staff and volunteers working from all six populated continents. Financial support from donations, sponsorship, and membership fees allows us to provide services at low costs and to create, revise, and make available the GSTC Criteria.

Membership is open to all interested parties and does not by itself imply endorsement by the GSTC of the policies and practices of the member organization.

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# SCHEDULE

## Wednesday, September 6th

<u>Time</u>	<u>Activity</u>
10:00 – 17:30	GSTC Meeting with Certification Bodies GSTC Board Meeting
18:00	Reception (+ Early Delegates registration) Welcoming Dinner at Dreams Hotel Welcome speech by Ms. Marcela Cabezas Keller, National Director of Tourism of Chile

## Thursday, September 7<sup>th</sup>

<u>Time</u>	<u>Activity</u>
8:00 - 9:00	Registration
9:00 - 9:45	Opening Ceremony <ul style="list-style-type: none"><li>• Mr. Luigi Cabrini, Chair, GSTC;</li><li>• Mrs. Javiera Montes, Undersecretary of Tourism</li><li>• Mrs. Karina Acevedo, Intendenta, Aysén Regional Government</li><li>• Mr. Alejandro Huala Canumán, Mayor of Coyhaique</li><li>• Group photo</li></ul>
9:45 - 10:30	Presentation by Mr. Randy Durband, CEO, GSTC: "GSTC's Mission and Current Activities"
10:30 - 11:00	Refreshment Break and Networking (Press conference for local media)
11:00 11:15	<u>Keynote Speech:</u> Mrs. Javiera Montes, Undersecretary of Tourism
11:15 - 13:00	(1) Opening Panel: Sustainable Tourism to Natural Heritage Destinations  Moderator: Mr. Saul Blanco, Sustainable Tourism Specialist, Rainforest Alliance  Panelists: <ul style="list-style-type: none"><li>• Mr. Jim Sano, Vice President for Travel, Tourism and Conservation, WWF</li><li>• Ms. Javiera Montes, Undersecretary of Tourism</li></ul>



	<ul style="list-style-type: none"> <li>Ms. Carolina Morgado, Director, Tompkins Conservation Chile</li> </ul>
13:00 14:30	Lunch and Networking
14:30 - 15:45	<p><u>(2) Marketing Sustainable Tourism Without Green-Washing and Green-Hushing</u></p> <p>Track A</p> <p>Keynote &amp; Moderator: Dr. Jonathon Day, Associate Professor, School of Hospitality and Tourism Management, Purdue University; Communications Working Group Chair, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>Ms. Tammy Coe, Quality Assurance Manager, Rainforest Alliance</li> <li>Mr. Tomás Sánchez, Executive Director, TKO</li> <li>Mr. Randy Durband, CEO, GSTC</li> </ul>
14:30 - 15:45	<p><u>(3) Sustainable Tourism Certifications in Latin America (Spanish)</u></p> <p>Track B</p> <p>Spanish</p> <p>Moderator: Mr. Andres Fellenberg v.d. Mollen, Technical Director, GSTC</p> <p>Presenters:</p> <ul style="list-style-type: none"> <li>Mr. Manuel Perrot, Head of Sustainability, Servicio Nacional de Turismo (Sernatur)</li> <li>Mr. Saul Blanco, Sustainable Tourism Specialist, Rainforest Alliance</li> <li>Gonzalo Viale, Control Union Argentina</li> </ul>

15:45 - 16:15	Refreshment Break and Networking
16:15 - 16:45	Review from the two parallel sessions: track A & track B
16:45 - 18:15	<p><u>(4) The GSTC Destination Criteria Applied</u></p> <p>Moderator: Ms. Kathleen Pessolano, Destination Program Director, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Ms. Rosa Harris, Director of Tourism, Cayman Islands</li> <li>• Ms. Beatriz Barreal, Founder &amp; General Manager, Sustainable Riviera Maya; Board of Directors and Mexico Country Representative, GSTC</li> <li>• Mr. Dawson Ramsden, Ecotourism Marketing Executive, Botswana Tourism Organisation</li> <li>• Ms. Tamara Ullrich, Board Member, ZOIT Cchellenko</li> <li>• Mr. Eduardo Gomez, Director Regional, Sernatur Los Lagos</li> </ul>
18:15 - 18:30	Closing remarks by Randy Durband, CEO, GSTC
18:45	Dinner - departure from Dreams Patagonia



## Friday, September 8<sup>th</sup>

<u>Time</u>	<u>Activity</u>
8:00 - 9:00	Registration
9:00 - 10:30	<p><u>(5) Tourism and Climate Change: Adaptation and Mitigation Strategies</u></p> <p>Moderator: Mr. Luigi Cabrini, Chair, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Dr. Peter Muck, Senior Advisor in Climate Change Adaptation, Chilean Ministry of Environment</li> <li>• Mr. Blake Rogers, Executive Director, Tourism Industry Association of the Yukon (TIA Yukon); Canada Country Representative, GSTC</li> <li>• Mr. Gwendal Castellan, Sustainable Destination Specialist, Tourism Vancouver</li> <li>• Dr. Ioannis Pappas, Co-Founder &amp; CEO, Green Evolution; Board of Directors and Greece Country Representative, GST</li> </ul>
10:30 - 11:00	Refreshment Break and Networking
11:00 - 12:30	<p><u>(6) The Value and Benefits of Sustainability Certifications</u></p> <p>Track A Moderator: Dr. Jonathon Day, Associate Professor, School of Hospitality and Tourism Management, Purdue University</p>

	<p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Andrés Fellenberg v.d. Molen, Technical Director, GSTC</li> <li>• Mr. Rod Hillman, CEO, Ecotourism Australia</li> <li>• Mr. Juan Luis Crespo, CEO, Smartrip</li> <li>• Mr. Hugo de Jong, Co-founder, Green Destinations</li> </ul>
<p>11:00 - 12:30</p> <p>Track B</p> <p>Spanish</p>	<p><u>(7) Indigenous Tourism (Spanish only)</u></p> <p>Moderator: Mr. Jorge Moller, Director, Regenera ONG; Board of Directors and Chile Country Representative, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Manuel Maribur, President, National Association of Indigenous Tourism</li> <li>• Ms. Fresia Paineofil, Encargada de Ventas y Reservas, Comité de Turismo Lafkenche</li> <li>• Mr. Juan Marambio, Co-founder &amp; CEO, Travolution</li> <li>• Mr. Francisco Abel Filgueira Martinez, Representative, The Yagan Community</li> <li>• Ms. Militza Aguirre, CEO, Transforma Turismo Program</li> <li>• Ms. Cecilia Rivera, Colombia Country Representative, Swisscontact</li> </ul>
<p>12:30 - 14:00</p>	<p>Lunch and Networking</p>
<p>14:00 - 15:15</p> <p>Track A</p>	<p><u>(8) Sustainable Food and Gastronomy in the Tourism Industry</u></p> <p>Moderator: Dr. Dave Randle, Director, Sustainable Tourism, USF College of Global Sustainability</p>

	<p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Franklin Carpenter, Director, Nacional Área Hotelería, Turismo y Gastronomía, INACAP</li> <li>• Mr. Simon Heppner, Founder &amp; Director, The Sustainable Restaurant Association UK</li> <li>• Ms. Tammy Coe, Quality Assurance Manager, Rainforest Alliance</li> <li>• Dr. Trace Gale, Regional Director, Centro de Investigación en Ecosistemas de la Patagonia (CIEP)</li> </ul>
<p>14:00 - 15:15</p> <p>Track B</p> <p>Spanish</p>	<p><u>(9) Ecotourism and Community-Based Tourism in South America (Spanish)</u></p> <p>Moderator: Ms. Natalia Naranjo, Leader, Comunitur; Colombia &amp; Ecuador Country Representative, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Francisco Santa Maria, Director, School of Engineering in Expeditions and Ecotourism, San Sebastian University</li> <li>• Mr. Rodrigo Cabrera Nieri, Director, KmCero; Partner, TourCert Latina</li> <li>• Mr. Aristides Benavente, President, Fundación Patagonia de Aysén</li> <li>• Mr. Raffaele Di Biase, Founder, BirdsChile</li> <li>• Mr. Campo Elias Bernal, Executive Director, Federación Colombiana de Eco Parques , Ecoturismo y Turismo de Aventura (FEDEC)</li> <li>• Mr. Leonardo Yañez, Director, Corporación Nacional Forestal (CONAF)</li> </ul>
<p>15:15 - 15:45</p>	<p>Refreshment Break and Networking</p>

<p>15:45 - 17:15</p> <p>Track A</p>	<p><u>(10) Sustainable Visitor Management</u></p> <p>Moderator: Mr. Jonathan Tourtellot, Founder and former Director, National Geographic Center for Sustainable Destinations; CEO, Destination Stewardship Center</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Jim Sano, Vice President for Travel, Tourism and Conservation, WWF</li> <li>• Mr. Hernan Mladinic, Executive Director, Fundación Pumalín</li> <li>• Ms. Kathleen Pessolano, Destination Program Director, GSTC</li> <li>• Mr. Cristián Caipillán, Co-founder &amp; Director, Trafal Consulting</li> <li>• Ms. Anabel Reis, CEO, PER Turismo Aysén</li> </ul>
<p>15:45 - 17:15</p> <p>Track B</p> <p>Spanish</p>	<p>(11) Sustainable Hotel Management (Spanish)</p> <p>Moderator: Mr. Saul Blanco, Sustainable Tourism Specialist, Rainforest Alliance</p> <p>Panelists:</p> <ul style="list-style-type: none"> <li>• Mr. Cristian Medina, Founder, Ocio Territorial Hotel</li> <li>• Ms. Diana Beltran, Prior Sustainability Manager of Wyndham Hotels; Adjunct Professor of Sustainable Tourism, Florida International University</li> <li>• Ms. Aileen Ocampo Fernández, Miembro de Junta Directiva, Buena Vista Lodge y Cámara de Turismo Guanacasteca</li> <li>• Mr. Andres Fellenberg, Technical Director, GSTC</li> <li>• Mr. Miquel Rovira, Sustainability Director, Eurecat - Technology Centre of Catalonia</li> </ul>

17:15 - 17:30	Short Break
17:30 - 18:00	Review from the two parallel sessions: track A & track B
18:00 - 19:30	Closing Ceremony <ul style="list-style-type: none"><li>• Mr. Alejandro Huala Canumán, Mayor of Coyhaique</li><li>• Mr. Luigi Cabrini, Chair, GSTC</li></ul>
18:45	Dinner - departure from Dreams Patagonia  Remarks by Mr. Cristian Alarcón, Regional Director, Sernatur Aysén

# SPEAKERS (A-Z)

Aileen Ocampo Fernández

Alejandro Huala Canumán

Anabel Reis

Andrés Fellenberg

Aristides Benavente

Beatriz Barreal Danel

Blake Rogers

Campo Elías Bernal

Carolina Morgado

Cecilia Rivera

Cristian Alarcón

Cristián Caipillán

Cristian Medina

Dr. Dave Randle

Dawson Ramsden

Diana Beltran

Eduardo Gómez

Fernando Olivera

Francisco Filgueira

Francisco Santa María

Franklin Carpenter

Fresia Paineofil

Gonzalo Viale

Gwendal Castellan

Hernán Mladinic

Hugo de Jong

Dr. Ioannis Pappas

Javiera Montes

Jim Sano

Jonathan Tourtellot

Dr. Jonathon Day

Jorge Moller

Juan Luis Crespo

Juan Marambio

Karina Acevedo

Kathleen Pessolano

Leonardo Yáñez

Lonekke de Kort

Luigi Cabrini

Manuel Perrot

Manuel Maribur

Marcela Cabezas

Militza Aguirre

Miquel Rovira

Natalia Naranjo

Peter Muck

Raffaele Di Biase

Randy Durband

Rod Hillman

Rodrigo Cabrera

Rosa Harris

Saúl Blanco

Simon Heppner

Tamara Ulrich

Tammy Coe

Tomás Sánchez

Dra. Trace Gale





## Aileen Ocampo Fernández, Buena Vista Lodge and Ganacasteca Toursim Chamber

Master Aileen Ocampo Fernandez is an attorney, she studied Law in the Free School of Law University. She obtained her postgraduate studies in Notary and Registry Law from the Central American Autonomous University and her Master's Degree in Sustainable Tourism Management from the University of International Cooperation.

She complemented her formation as a chef in the Costa Rican National Chefs Association, and has carried out academic work in the Career of Entrepreneurial Management in Sustainable Tourism of the National University. Currently, she is member of the Board of Directors of the Adventure Operators Association (AOA) and of the Association Guanacaste's Chamber of Tourism (CATURGUA).

She is shareholder of Buena Vista, an ecotourism inn and adventure center, which has a maximum level in the Sustainable Hotel Tourism Certification from the Costa Rican Institute of Tourism and the Jaguar Restaurant has the certificate with the norms of gastronomic companies.

(Panel #11)



## Anabel Reis, CEO, PER Turismo Aysén

Degree in public law, languages and social communication with a post-graduate in Territorial Planning and Innovation. Dedicated to the

management and research for the regional tourism development since 2005, she is nowadays Manager of the Tourism Regional Strategic Program of Aysen region, Chile.

The Tourism Regional Strategic Program looks for the implementation of a roadmap with specialization in Nature and Adventure Tourism: it aims to create sustainable products and services around the Austral Highway and the regional Protected Wild Areas, under a public-private Governance that looks forward the incorporation of technologies to build a smart tourism destination.

Before here entrance to the Program, Anabel was Manager of Patagonian Ecosystems Research Center in the same city of Coyhaique, where she used to be also a Researcher for the Sustainable Tourism Department. Between 2005 and 2009, she was manager of PTI Corfo of Tourism.

(Panel #10)



## Andrés Fellenberg v.d. Mollen, Technical Director, GSTC

Parallel to his function as GSTC Technical Director, Andrés is the Director & Lead Auditor of Green Partner. Green Partner advise hotels, travel agencies, tour operators and destinations in the process of obtaining a green certification recognized by the international tourism industry.

He has a long experience in the hotel industry, more than 18 years, working in several operational and managerial functions. He is known as a high-energy, creative problem-solver with an eagerness for improving efficiency within organizations and understanding of the critical value of inspiring people to high levels of performance.

Andrés works directly and extensively with several GSTC-Approved or -Recognized certifying bodies as: trainer, implementer and auditor, adding to this, his accreditation as Lead Auditor ISO14001 Environmental Management and ISO50001 Energy Management.

Andrés holds a degree in Hotel Management and specializations on audit & control, finance, sustainability, environment and energy efficiency.

(Panel #3, #6, #11)



## Aristides Benavente, President, Fundación Patagonia de Aysén

After getting his degree in 1986, he developed a few start-ups not very successfully, in 1989 he started to work as a broker in ByC Brokers. In 1993, he bought an American clothing brand distributor company named Madison Commercial, nowadays Komax ([www.komax.cl](http://www.komax.cl)), where he was its General Manager until 2014. Today he is its President, and besides supervising its development he is Deputy President and shareholder at Toteat ([www.toteat.cl](http://www.toteat.cl)), an on-line management platform for restaurants.

Parallel to this two companies he dedicates his time to Fundación Patagonia Aysén, that he created in 2015 to work with the inhabitants of Aysen Region.

The Foundation started in Cerro Castillo Villa, an Aysen Patagonia's town at the foothill of Cerro Castillo National Reserve, with the idea of improving their capacities and facilities so they could participate of the tourism development that has been occurring in the area.

He is also passionate about horses, especially those of enganche (cart with four horses).

(Panel #9)



**Beatriz Barreal Danel, Founder & General Manager, Sustainable Riviera Maya; Board of Directors and Mexico Country**

Ms. Barreal is a visionary towards “Paradise forever AND for everyone”

fostering Sustainability through pride of belonging and inner force.

An entrepreneur and professional in Communications, Branding and Marketing for 25 years, passionate about sustainability and the innovative sustainable management of Playa del Carmen and Riviera Maya from marketing to international networking. A lead strategist and organizer of actions among UNWTO, UN, UNCTAD, EMPRETEC, GSTC with authorities and stakeholders in Riviera Maya. As Country Representative for Mexico in the Global Sustainable Tourism Council (GSTC), advocated and advanced Riviera Maya as Early Adopter of the GSTC in 2013.

Coordinator and promoter of the Destination Certification process with EarthCheck and ultimately, Co-founder of Mexico Sostenible - Sustainable Mexico - with national and regional leaders, to raise awareness and promote sustainability for the country, contributing to its Sustainable Development Goals.

(Panel #4)





**Blake Rogers, Executive Director,  
Tourism Industry Association of the  
Yukon (TIA Yukon); Canada Country  
Representative, GSTC**

Originally from Nova Scotia on Canada's east coast, Blake started his career in tourism working as a server, a guide and a Marine Naturalist aboard a whale tour boat.

Blake traveled to South Korea in 2003 where he taught ESL for a year and explored Asia before earning a Bachelor of Education at the University of Maine in Fort Kent.

In 2007, Blake moved to the Yukon Territory – the most northwestern region of Canada. While in the Yukon, Blake has taught in a rural community, worked as a communications consultant, and gained experience as a political advisor.

In his free time, Blake is an avid mountain biker, hiker and skier. Blake has been the Executive Director of the Tourism Industry Association of the Yukon since March 2012.

He has sat on numerous national boards and committees, including the Aboriginal Tourism Association of Canada.

(Panel #5)





**Campo Elías Bernal, Executive Director, Federación Colombiana de Eco Parques , Ecoturismo y Turismo de Aventura (FEDEC)**

Founder and Executive Director of the Colombian Federation for Ecotourism, Ecoparks and Adventure Tourism -FEDEC-.

President elected for two periods of the National Tourism Education Board at SENA.

Leadership focus in local communities development through nature and cultural tourism. Experience in the regions of San Agustín (archaeological destination) and Lengupá's Province (Indians Teguas ancestors).

Doctor's degree at Salamanca University (Spain), graduated with honours, in the field of knowledge and innovation management applied to sustainable tourism.

At the present time leading the project "Network for Innovation and S&T in Nature and Cultural Tourism".

(Panel #9)



## **Carolina Morgado, Director, Tompkins Conservation Chile**

Carolina Morgado began her career with Douglas and Kristine Tompkins over 20 years ago as her personal assistant.

As the influence of Tompkins Conservation and the development of conservation projects were on the rise, so did her role within the organization. Her tenacity and strength, as well as her outstanding participation in the campaign Patagonia without Dams and in the creation of the Pumalín Park, have allowed her to assume like Chile's Coordinator of Tompkins Conservation.

Currently, Carolina participates in the team that works with the Chilean Government in order to realize the important donation that Tompkins Conservation will make to the State of Chile. This donation, which includes Pumalín Park and Patagonia Park, among other properties, is part of a project to create the Parks Route. She currently works in the offices of Tompkins Conservation in the beautiful city of Puerto Varas, Chile, gateway to the Chilean Patagonia.

(Panel #1)



## **Cecilia Rivera, Colombia Country Representative, Swisscontact**

Cecilia Rivera, Swisscontact representative in Colombia, she is a lawyer with a master in Political Science and Government of the Pontifical Catholic University of Peru.

Cecilia is a specialist in international cooperation, with over 20 years of experience in management, design, evaluation and monitoring in cooperation programs, as well as tools and public policies of promotion to the tourism, with focus in economic development and competitiveness of the rural and urban SME. In this framework, she has designed and coordinated several projects focused to promote the tourism, under the logic of destination management and product development, among others.

(Panel #7)



## Cristian Alarcón, Regional Director, Sernatur Aysén

Settled in the city of Coyahique, Cristian Alarcon Mendoza is Industrial Civil Engineer with mention in Management, has 18 years of experience and Diplomas in areas related to Management Skills.

Since March 2015 he served as support professional in the Planning and Development Division of the Regional Government of Aysen, where he highlighted in jobs as the technical support in the process of evaluating the Program Extreme Zones Special Plan (PEDZE). One of his tasks was to coordinate the agenda of this program with the technical units and manage the progress information system PEDZE-INFOSIG-Gore Aysen.

(Farewell Dinner)



## **Cristián Caipillán, Co-founder & Director, Traful Consulting**

Cristian has a wide curriculum in direct work with small tourism companies, in articulation with tourist organizations, municipalities and entrepreneurs.

He is part of the founding team of Traful Consulting since 2013, his experience has been strongly related to the field work collaborating in the evaluation of the GSTC Destination Criteria Destinations (Early Adopters in Llanquihue Lake), in the certification of procedures with tourist companies, he has participated in the Regional Tourism Policy of Los Lagos Region, in the project associated to the sustainable tourism activity for the town of Coñaripe and the Sustainability Distinction for 10 companies (Los Rios Region), in the direction of PLADETUR for the Conservation Landscape of the San Pedro River Valley, Los Rios Region, among others.

He is currently working in projects focused on tourism especially in the recreational fishing of Los Lagos Region.

(Panel #10)





## Cristian Medina, Founder, Ocio Territorial Hotel

He was born in Viña del Mar and lived his first years in Reñaca, a small beach town, since very young he was very linked to the nature, enjoying a simple and peaceful life. He studied at the Sacred Hearts his school years, and he graduated as Machinery Technician at the UTFSM and Marketing Engineer at the UDP.

In Santiago, with his wife Yasna, they created CREAMAGIA Productions, making celebrations and travels with sense to leading companies. Looking for special places, he arrived to Chiloé, he built his house in the land of a family from Chiloé, which allowed him to know and live deeply the island's culture, without wishing to return to Santiago, he reinvented himself with the building of Tantauco Park. Getting to know virgin places and seeing the need to protect the island, in 2006, and following the promise made to a Chiloé's family, he bought a land to preserve and share. That is how Ocio Territorial Hotel creation begun, where the authenticity, the local culture value, the nature preservation and giving moments of leisure were the foundation since its start, giving this way to the sustainable development of the island and its people.

(Panel #11)





**Dr. Dave Randle, Director,  
Sustainable Tourism, USF College of  
Global Sustainability**

Dave holds a B.A. from California Lutheran University, an M.Div. from the Iliff School of Theology, and a doctorate in Spiritual Disciplines, Wellness and Environmental Concerns from the University of Northern Colorado, Greeley, CO.

He currently directs the Sustainable Tourism concentration for the USF College of Global Sustainability and serves as president and executive director of the WHALE Center (a UNWTO Affiliate), and Managing Director of the International Ocean Institute Waves of Change initiative.

He serves on the Global Sustainable Tourism Council International Knowledge, Networking, Education & Training Working Group, Managing Director of the UNWTO Blue Community Sustainable Tourism Observatory, member of the UNWTO Steering Committee for the UN Year for Sustainable Tourism for Development, and the board of directors for the Florida Society of Ethical Ecotourism.

(Panel #8)



## **Dawson Ramsden, Ecotourism Marketing Executive, Botswana Tourism Organization**

Dawson Ramsden was born and bred in Botswana, he has a degree in Tourism Development and Management and a certificate in Hospitality Management.

Dawson served one year with the Botswana anti-poaching unit based in the Kalahari.

He has worked in the northern region of Botswana as a professional guide and lodge manager for 10 years, specifically in the Okavango delta, the Savuti/Linyanti and the Chore regions.

Nowadays, he has been employed by Botswana Tourism Organization as the Eco-Tourism Marketing Executive for the last 5 years.

(Panel #4)



**Diana Beltran, Prior Sustainability Manager of Wyndham Hotels; Adjunct Professor of Sustainable Tourism, Florida International University**

Diana Catalina Beltran Gonzalez serves as learning and delivery manager for Wyndham Hotel Group, managing mainly hotel trainings in the emerging market of Latin America and training owners and operators on the company's culture and services. She also supports training efforts in North America and is currently focused on bridging gaps in training opportunities between the two regions.

Previously, Beltran was sustainability and innovation manager for Wyndham Worldwide, Wyndham Hotel Group's parent company, where she managed the development and implementation of sustainability based programs for Wyndham Hotel Group. Prior to Wyndham, Beltran held various positions at the Grand Hyatt New York, including sales corporate management trainee, sustainability manager and most recently, social responsibility manager. In that role, she was responsible for leading the hotel's sustainable, philanthropic, and volunteer and community outreach initiatives.

(Panel #11)



## Eduardo Gómez, Regional Director, Sernatur Los Lagos

Professional with a recognized path in the public sector. Since 2002 he worked linked to the development of small enterprises, specially formulating and executing promoting projects, which focus has been planning, sustainability and service quality. Since 2006 he works related to the tourism industry.

He worked in SERCOTEC giving technical advice to micro and small enterprises, highlighting in the execution of the Tourism Enterprises Seed Capital of Los Lagos and the coordination of the public-private round table in Palena's Province for the execution of the programs BID, ChileEmprende (Green Patagonia) and Emergency because of the Chaiten volcano eruption. Besides, he developed and executed the Emergency Special Program because of the Calbuco volcano eruption.

Nowadays, he is the Tourism Regional Director of Los Lagos's region.

(Panel #4)



## Francisco Filgueira, Representative, Yagán Community

Francisco Abel Filgueira Martinez is representative of the Yagan people.

Francisco is a rancher, which is the family business. In the last 10 years, he has worked in the tourism area, as tour operator, maritime agency and transport. In the past 4 years, he started to serve in the operational side in Puerto Williams with community based tourism of the Yagan people, from here the Yagan Route was developed, which is where the different community entrepreneur's families work together so they can offer diverse services from each of them, like: intercultural guides, food services, crafts and sailing.

(Panel #7)



## Francisco Santa María, School of Engineering in Expeditions and Ecotourism, Universidad San Sebastián

Francisco Santa María is Administrator in Ecotourism and also holds an MBA. With a 13 years path related to the leadership in Higher Education in different academic positions.

He has been a promoter of innovation projects and social and environmental entrepreneurship, being the field of volunteer, sustainable tourism, especially ecotourism, where he has turned his efforts to contribute to the conservation of nature and cultural heritage, harmonizing this with a sustainable economic development.

(Panel #9)





## Franklin Carpenter, National Director Nacional Hospitality, Tourism and Gastronomy Area, INACAP

Engineer in Tourism Execution of DuocUC, with seventeen years of experience in different positions of enterprises and tourism institutions and in education in Chile. Nowadays he leads the educational project at the national level of Hospitality, Tourism and Gastronomy Area of INACAP, focusing his strategy in developing technicians and professionals that prioritize the economical and sociocultural development of the country's regions. He is promoter of Roots program in INACAP that has set the focus in the development of the gastronomy in Chile, leading to INACAP to be present in important stages at global level. At a local level, he has incorporated INACAP in projects of high importance for the recognition and assessment of the gastronomy in Chile.

Between 2011-2013 he was founder president of Chile's Tourism Professional Association (APROTUR). Nowadays he is member of the board of Chile's Tourism Enterprises Federation.

(Panel #8)





## **Fresia Paineofil, Sales and Reservations Manager, Lafkenche Tourism Comitee**

Fresia Paineofil Calfuqueo is a proud 29-year-old Mapuche-Lafkenche woman who studied tourism at a technical level at CFT INACAP in Temuco Chile. Since 2010 she has worked as coordinator and administrator of the Comité de Turismo Mapuche Lafkenche Lago Budi (Mapuche Lafkenche Tourism Committee of Lago Budi), where their principal goal is the associative work for community based tourism for the Mapuche people. They represent 18 families whom offer different tourism services, and besides she is part of the Community's technical committee, where they along with other technical and professional Mapuches from the community do self-management in areas such as agriculture for a better feeding and financial economics inside the community, being able to create a closed financial loans system for their own purpose.

(Panel #7)



## Gonzalo Viale, Control Union Argentina

Gonzalo Viale is an Agronomic Engineer from the University Of Buenos Aires, Argentina. He has worked for Control Union Argentina S.A. for 20 years, being at the moment Manager of the Certifications division.

Gonzalo is lead auditor of several sustainable standards in the agricultural, industry and social aspects such as

- RTRS (Round Table on Responsible Soy standard),
- CRS (Certification Responsible Soy standard),
- 2 BSvs (Biomass & Biofuels Sustainability Voluntary Scheme),
- GMP+ (Good Manufacture Practices),
- ISCC (International Sustainability & Carbon Certification),
- OPC (Organic Production Certification),
- ETS (Excellence through Stewardship),
- Also, GSTC (Global Sustainable Tourism Council)

He also developed a tailor-made program of traceability and certification of non-GMO crops and Identity Preserved Programs (IP) for human consumption.

(Panel #3)



## Gwendal Castellan, Sustainable Destination Specialist, Tourism Vancouver

In 2012, Gwendal with Tourism Vancouver and the local electricity utility BC Hydro created a tourism energy conservation program that is believed to have been worldwide first among municipal destination marketing organizations. In the context of the City of Vancouver municipal government striving to reach its Greenest City goals by 2020 and find pathways to fulfill its commitment to be 100% renewable by 2050.

Gwendal has followed a multifaceted career path has helped build a vision of global sustainability centered on the value of localized & collaborative initiatives. He has designed water conservation curriculum Western Australia for the Water Corporation, programmed the imaging resources of the Canadian satellite RadarSat over Asia, Oceania and South America and produced a feature length film documenting his journey from Patagonia to the Northwest Territories of Canada by bicycle. Gwendal has studied Geography from the University of Victoria, Sustainable Energy Management at the British Columbia Institute of Technology, he is a Certified Energy Manager and a graduate of the THINK School of Creative Leadership.

(Panel #5)



## **Hernán Mladinic, Director, Executive Director, Fundación Pumalín**

Hernan Mladinic is magellanic, he has a degree in sociology from the University of Chile and a Master of Arts in Environmental Studies from the

University of Toronto.

Between 1989 and 1994 he coordinated the program Antarctic and Environment of the Magallanes Development Foundation.

In 1994, he gets into the Planning and Cooperation Ministry and between 1995 and 1997 he serves as Aysen's Planning and Coordination Ministry Regional Secretary.

In 2002, he is in charge of new businesses at the INTEC Cleaner Production Center. Between 2004 and 2008 he served in the Planning and Management Direction of the Petroleum National Company.

Since July 2008 he is Executive Director of the Pumalín Park Project and since 2009 he is Director of Yendegaia Foundation, both organizations belong to the Tompkins Conservation Group.

He has been the leader of the government institutions relations in the parks donation and creation.

(Panel #10)



## Hugo de Jong, Co-founder, Green Destinations

Hugo de Jong is co-founder of Green Destinations – a global initiative to foster, assess and award sustainable tourism at destination level.

Hugo is a sustainable tourism professional with an MSc degree in Leisure, Tourism & Environment. He developed expertise in sustainable destination strategy development in Argentina and Bolivia, ecotourism development in Costa Rica, policy advice for recreation and tourism in The Netherlands, community-based tourism in Central America and Thailand and sustainable tourism certification in the EU.

He has worked on knowledge transfer through curriculum and handbook development and his ventures around the globe have provided him with a broad view of good (and poor) examples of sustainable tourism in practice. At Green Destinations, Hugo is coordinating the Award & Certification Programme and co-developing its online sustainability assessment and reporting platform.

(Panel #6)





**Dr. Ioannis Pappas, Co-Founder & CEO, Green Evolution; Board of Directors and Greece Country Representative, GSTC**

Dr. Ioannis Pappas, CEO of Green Evolution SA, is an experienced professional engineer, with over 25 years of work in several fields of science, focusing on sustainability and tourism, energy and environmental efficiency in infrastructure and buildings.

Dr. Pappas serves on the GSTC Board of Directors, and acts as the GSTC Representative to South East Europe, and a GSTC trainer.

Dr. Pappas is Co-founder and a Board Member in a number of organizations (Sustainable Building Council of Greece, Hellenic Passive House Institute, Hellenic Start Up Association) as well as Co-founder of the Hellenic Ecotourism Society. He worked with the Joint Research Center-IE of European Commission and was a Greek representative as expert for ITL at UNFCCC. He also has extensive experience on Project Management as Coordinator and/or Manager in more than 20 National & EU Research Projects, as Certified Auditor of ISO 9001 and 14001 Systems, European Energy Manager – EUREM and as a Trained Consultant of ISO 50001 Systems to mention the most important ones.

(Panel #5)





## Javiera Montes, Undersecretary of Tourism

Javiera Montes is geographer of the Pontifical Catholic University of Chile and she has a Master in Urban Management of Domus Academy, University Of Wales, Italy.

She began her career working in subjects of territorial planning. During 2003 does a master internship in the Veneto Region, participating in the elaboration of an urban development plan for the Lido of Venice.

In 2005, she joins the National Service of Tourism as Regional Director of Tourism for the Biobio region. In January 2007, she assumes as Deputy Director of Regions of the service and in October 2008 she wins by High Public Management contest the deputy direction of Development of Sernatur.

She was in charge of the programs of Promotion to the Tourism, Senior Vacations, Study Trips, Municipal Tourism, Tourist Awareness, Human Capital, and the implementation of the Classification System, besides of the Quality and Security of the tourism service providers.

(Panel #1)



## **Jim Sano, Vi Vice President for Travel, Tourism and Conservation, WWF**

Jim Sano is World Wildlife Fund's Vice President for Travel, Tourism and Conservation.

Jim was formerly President of Geographic Expeditions, an adventure travel company that offers educational travel, location management, and sustainable travel consulting services.

Jim was on WWF's National Council for 10 years and is an Emeritus Board Member of the Trust for Public Land. Additionally, he was the founding president of the Mono Lake Foundation; and a founding director of the Natural Step and the Yosemite Restoration Trust.

Jim is the recipient of five National Park Service Special Achievement awards. He also led the first American men and women's expedition to Mt. Everest, the first guided crossing of South Georgia Island, and other groundbreaking expeditions in Asia and Latin America.

(Panel #1, #10)



**Jonathan Tourtellot, Founder and former Director, National Geographic Center for Sustainable Destinations; CEO, Destination Stewardship Center**

Journalist, editor, speaker, and consultant, Jonathan Tourtellot runs the nonprofit Destination Stewardship Center.

During his three-decade career as a senior editor with National Geographic he wrote about travel, geography, the environment, and science. Using structured crowd-sourcing, he instituted National Geographic's Geotourism MapGuide program and the landmark Destination Stewardship surveys reported annually in National Geographic Traveler, 2004-2010.

A longtime member of GSTC's Destinations Working Group, he helped with formulation of the Destination Criteria. He originated the concept of the geotourism approach, put forth by National Geographic as "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents."

He is the primary author of the Geotourism Charter, a set of stewardship principles adopted by assorted world destinations and, in 2013, by the Organization of American States.

(Panel #10)



**Dr. Jonathon Day, Associate Professor, School of Hospitality and Tourism Management, Purdue University**

Dr Jonathon Day, an Associate Professor in Purdue's School of Hospitality and Tourism Management, has over 20 years' experience in destination management. An award winning marketer, Dr Day has worked with destinations marketing organizations in Australia, New Zealand and the United States.

Dr Day is committed to ensuring tourism is a force for good in the world. He is the author of the "Introduction to Sustainable Tourism and Responsible Travel" and over 25 peer reviewed academic articles. He is Chair of Tourism Innovation Partnership for Social Entrepreneurship, Chair of the Global Sustainable Tourism Council's Communications and Membership workgroup, and a member of the executive of Tourism Education Futures Initiative. Dr Day's research interests focus on sustainable tourism, responsible travel, and strategic destination governance. He is interested in the role of business in solving grand challenges through corporate social responsibility programs and social entrepreneurship.

(Panel #2, #6)



**Jorge Moller, Director, Regenera ONG; Board of Directors and Chile Country Representative, GSTC**

Jorge Moller started with ecotourism in 1985 in the South of Chile, always aware of bringing an environmental education perspective into a tourism experience.

Moller is Co founder of NGO Regenera in Chile, a NGO with 20 years of experience providing authentic local sustainable experiences and local people Chile and South America. Jorge works as a consultant with indigenous communities such as Mapuches, Likan Antai and Rapa-Nui to provide them tools for sustainable development. As an active member of the Board of the Chilean Tourism Bureau, Moller promotes the country of Chile in a sustainable way so as to include all type of experiences around the multiple Chilean territories.

In 2013, Moller participated in the GSTC Early Adopter Program in Chile. Jorge was instrumental in the cofounding and development of the South American Sustainable Tourism Network (SAST Network). Jorge is also a GSTC Country Representative, Director and trainer in Chile.

(Panel #7)





## Juan Luis Crespo, CEO, Smartrip

Juan Luis is a Commercial Engineer from the Pontificia Universidad Católica de Chile and an MBA specialized in tourism from EAE Business School, Barcelona, Spain.

He has more than 12 years of work experience in the tourism industry.

His first years of professional worked in the public service as manager of tourism and productive development in the Municipality of Viña del Mar.

He then worked for the team in charge of defining and implementing LAN Airlines Inbound and Domestic Tourism Strategy, as well as leading the airline's Preferred Partners Program in Chile, Peru and Ecuador.

Then he was General Secretary of FEDETUR, the Federation of Chile tourism companies, that represents more than 1,000 leading companies in the sector in Chile.

In 2012 he created Smartrip, a boutique travel agency with a sustainable focus, with presence in Chile and Peru, certified as B corporation and with the S seal of SERNATUR.

(Panel #6)





## Juan Marambio, Co-founder & CEO, Travolution

Psychologist, with a Diploma on Sustainable Tourism Management. In 2010 funds Travolution.org, with Sebastian Gatica. Since then, he has

been its CEO.

He has participated as consultant in tourism development projects with communities in Chile and Argentina. Since 2011, he coordinates the organization of National Community Based Tourism Encounters in Chile and led the organization of the Latin-American CBT Encounter, in Colombia in 2017.

In 2016, he coordinated a School for Indigenous Tourism Marketing, for the Undersecretary of Tourism in Chile, generating key alliances with the World Indigenous Tourism Alliance, among others.

Also in Travolution, he has led the development of an inbound tour operator with sales partnerships in the UK, France, USA, Italy and Spain, among others. The goal has always been the promotion and selling of CBT services.

Permanent traveler, spends most of his time visiting CBT and Indigenous tourism initiatives in Chile, Argentina and Colombia.

(Panel #7)



## **Karina Acevedo, Intendente, Aysén Regional Government**

Karina Alejandra Acevedo Auad is, by profession, Risk Prevention Engineer.

In the public service, she has served as Aysen Regional Director of the National Youth Institute (INJUV): she was Regional Director of the Solidarity and Social Investment Fund (FOSIS): Regional Coordinator of the “Bicentennial Works”; and, even before assuming as Aysen Regional Major, she was the Regional Director of the Consumer National Service (SERNAC).

Karina Acevedo, for more than 30 years has militated in the Radical Party, being Youth President, Regional President (during two periods) and national counselor of that party.

(Opening Ceremony)



## Kathleen Pessolano, Destination Program Director, GSTC

Kathleen Pessolano is Director of the GSTC Destinations Program.

Kathleen is an attorney and international practitioner at the intersection of tourism and sustainable development. She assists destinations with planning, policy, and management systems to develop tourism while protecting the natural and cultural resources loved by visitors and residents alike.

Kathleen especially enjoys working directly with communities to build capacity, devise strategies to broaden community benefits from tourism, and launch public-private governance structures for sustainable destination management.

Kathleen is particularly passionate about coastal tourism issues and small island development. In the last decade, Kathleen has worked for the GSTC, The Heritas Group, Cultural Heritage Partners PLLC, Sustainable Travel International, and served as an attorney for the U.S. Federal Trade Commission and the law firm O'Melveny & Myers LLP.

(Panel #4, #10)



**Leonardo Yañez, Director,  
Corporación Nacional Forestal  
(CONAF)**

Forest Engineer, with a postgraduate degree in Leuven University, Belgium and a Master in Rural Development of Austral University. He has served in public institutions, as Agriculture Seremi and INDAP.

(Panel #9)



## Lonneke de Kort, CEO, BookDifferent

Lonneke de Kort is director of hotel booking site BookDifferent.com. After a long career in fashion in senior management positions, Lonneke followed her heart and decided to use her experience and capabilities to help transform travel towards a more sustainable sector. According to Lonneke, integrating sustainability in a day to day activities in an easy and understandable way is the only way to push this transition forward. BookDifferent.com is an example of this integration. This social enterprise, founded in 2012 is an organization with a mission: making tourism more social and sustainable. By adding green indicators to accommodations and destinations, consumers and companies are able to choose easily for the greenest choice with less impact. Since the start of BookDifferent.com it has been an interesting journey with steep learning curves how to translate and market green accommodations and destinations in this market in transition.



## Luigi Cabrini, Chair, GSTC

Luigi Cabrini is the Chairman of the Board of Directors of the Global Sustainable Tourism Council and an Advisor to the Secretary-General of the World Tourism Organization (UNWTO).

Mr. Cabrini has been the Director of the UNWTO Sustainable Tourism Programme from 2007 until 2013, focusing its activities on tourism and climate change, tourism and biodiversity, observatories for sustainable tourism, tourism in the green economy, tourism and heritage and global partnerships.

From 2002 to 2007 he was UNWTO Regional Representative for Europe and Secretary of the UNWTO General Assembly and Executive Council.

From 1982 to 2002 he was responsible of United Nations programmes for development and assistance and protection of refugees, including Representative's positions in Guatemala, Mexico, Somalia, Pakistan, Poland and Spain.

Luigi Cabrini is fluent in Italian, English, French and Spanish and has basic knowledge of Russian and Polish. He is the author of various articles, speeches and papers.

(Panel #5)





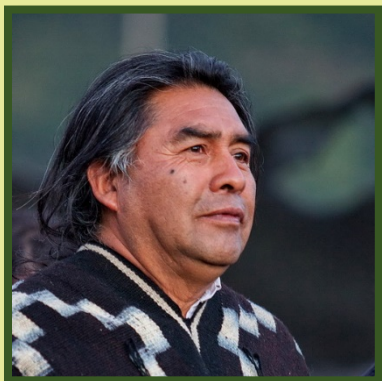
## Manuel Perrot, Head of Sustainability, Servicio Nacional de Turismo (Sernatur)

Manuel Perrot is Business Administrator from Los Andes University (Chile) with an academic background in social

responsibility management.

He has 3 years of experience in the private sector and 5 years as national sustainability manager at SERNATUR, where he has had a leading role in gestation and development of Sello S, the most successful sustainable tourism certification in Chile, as well as several projects aimed at raising the sustainability standards of the tourism industry in Chile.

(Panel #3)



## Manuel Maribur, President, National Association of Indigenous Tourism

Manuel Maribur is Mapuche, from the Elicura territory, next to Lanalhue lake. Since 2002 he works in tourism, as an entrepreneur of a family lodge, with cultural and natural tourism activities, as leader of his community tourism organization, with gastronomic entrepreneurs, craftsman and local guides.

He is developer of Trafkintun Palive Fair, that promotes the Mapuche culture in the last 15 years, and in which highlighted artist as Beatriz Pichimale, José Quilapi, Lorenzo Aillapan and Joel Maripil, Amalia Quilapi and Teresa Millapi, among others have participated.

Since 2011 he actively participates in the promotion of the national level community based tourism and indigenous tourism, being the co-developer of the First National Community Based Tourism Encounter, speaker in several seminars and nowadays President of Asociación Plurinacional de Turismo Indígena de Chile.

(Panel #7)



## Marcela Cabezas, National Director of Tourism of Chile

Marcela Cabezas Keller is national director of Sernatur. She is business manager with and specialization in economy from the Pontifical Catholic University of Chile, Master of Arts in Economics and Master in Public Health of the Boston University, US. With more than twenty years of experience in the public management, where her work on counseling in the Presidential Cabinet during the 2000 – 2006 period highlights.

At the moment of her designation, Marcela Cabezas served as counselor of the Economy Ministry in subjects related to the Nacional Statistical System and Fishing and Aquaculture.

In between the years 2008 and 2013 she was technical deputy director (by Public High Management contest) of the Statistical National Institute.

(Welcome Dinner)



## Militza Aguirre, CEO, Transforma Turismo Program

Militza Aguirre Mandakovic, Agricultural Engineer of the Pontifical Catholic University, Master in Wilderness Management and Nature Conservancy of the Chile University and Diploma on Corporate Social Responsibility Management of the Valparaiso Catholic University.

She has promoted and coordinated entrepreneurs, innovation and tourism development projects in Chile. She has worked for more than 10 years in State institutions, the Productive Development Corporation of Chile (CORFO) as tourism sectorialist and in the Tourism National Service (SERNATUR) as deputy director of Products and Destinations.

Nowadays, she is Manager of the Tourism Transform Program, articulation, collaboration, dialogue, private and public action instance, for the sustainable, inclusive and diverse development of the tourism in Chile.

(Panel #7)



## **Miquel Rovira, Sustainability Director, Eurecat - Technology Centre of Catalonia**

Miguel Rovira has a PhD from the Polytechnic University of Catalonia (UPC) and Chemical Engineer Degree from the University of Barcelona (UB).

He has developed his entire professional activity in the fields of environment matters and innovation. His areas of expertise are: water treatment, waste, contaminated soils, environmental impact as well as energy, with a strong link with the concept of circular economy.

He has participated in numerous R & D & I projects both nationally and internationally. He is co-author of more than 100 publications and has directed 4 Doctoral Theses.

"Eurecat - Technology Centre of Catalonia - is a big industrial technology provider of Catalonia offers business services applied R&D, technology services, technology consulting, among others, in a variety of diverse sectors, including sustainable tourism.

A provider of innovative and exceptional technology to respond to their needs for innovation and to drive and enhance their competitive edge.

(Panel #11)





## **Natalia Naranjo, Leader, Comunitur; Colombia & Ecuador Country Representative, GSTC**

Tourism and development expert advisor. She is currently Country Representative in Colombia for the Canadian Organization for Technical Cooperation – Canadian Executive Service Organization CESO-SACO, Country Representative in Colombia and Ecuador for the Global Sustainable Tourism Council – GSTC, and official trainer for the same organization. Natalia is leader of development and strengthening at COMUNITUR – the Tourist Community for Development, a network that works hand by hand with communities, initiatives and international organizations.

Natalia has an undergraduate degree in Finance and International Relations at Externado de Colombia University, and a master in Environment from the Social Psychology Faculty from Barcelona University, Spain. She has worked in Colombia, Peru, Ecuador and Spain with the private and public sector, local communities and NGOs. She has more than 10 years of experience in tourism, development, and international relations. She is professor at Externado de Colombia University, speaker and she has experience in training rural communities and events production.

(Panel #9)





## **Peter Muck, Senior Advisor in Climate Change Adaptation, Chilean Ministry of Environment**

Dr. Peter Muck nowadays is CIM (Centre for International Migration and Development, GIZ) adviser in the climate change adaptation of the Climate Change Office of the Environment Ministry, Chile. He has plenty of qualifications and experience in the management and coordination of national and international multidisciplinary projects about natural resources management, environment and ecosystems protection and biodiversity conservation.

Dr. Muck has taught and gives training in ecology, information technology, biostatistics and natural resources management in several universities, the government and non-governmental institutions and organizations. He has developed out research in marine and terrestrial ecosystems, about the climate change impacts, land use strategies in several countries as Argentina, Chile, Costa Rica, Germany, Guatemala, Ecuador, Honduras, El Salvador, Mexico, Nicaragua, Panama, Peru, Uruguay and Spain.

(Panel #5)



## Raffaele Di Biase, Founder, BirdsChile

Raffaele Di Biase is a naturalist guide and currently finishing studies at Cornell University in Bird Biology.

He has more than 15 years of experience leading naturalist expeditions through South America, from Galapagos to Antarctica. In 2009 he founded BirdsChile awarded as the most sustainable tour company of Chile in 2016 and the only tour operator with the maximum score of the National Sustainable Stamp.

He is member of the board of directors of different organizations as Turismo Chile, Puerto Varas Tourism Corporation, the ATTA Board for International Guide Standards, and President of the recently formed Association of Tour Operators.

He also works constantly as volunteer in different projects of conservation and sustainable tourism, training guides in Chile and abroad and promoting the development of naturalist & wildlife tourism in his country convinced that a responsible activity can be a powerful way to improve the life quality of the local communities and a great mechanism for protection and regeneration of biodiversity and disturbed habitats.

(Panel #9)



## Randy Durband, CEO, GSTC

Randy Durband has had two careers in travel and tourism – twenty-plus years in senior leadership positions at some of the finest U.S. tour operators, having served as President for Travcoa, INTRAV, and Clipper Cruise Lines, (brands within TUI Travel plc), plus Executive Vice President of Tauck World Discovery.

Following that, in his second travel and tourism career, Randy advanced the work of Sustainable Tourism as an advisor, consultant, and speaker.

He brings his knowledge of the business of travel, his global network of travel professionals, and a passion for sustainability to support the GSTC and the general sustainable tourism movement.

(Opening Presentation, Panel #2)



## Rod Hillman, CEO, Ecotourism Australia

Rod has a life-long commitment to tourism in protected areas as a land manager, tourism operator, advocate and policy maker. He is the current Chief Executive of Ecotourism Australia (EA), Australia's peak industry group representing the ecotourism Industry.

Rod has broad experience in tourism and protected area management in Australia and Overseas. These roles have all focused on delivering tourism in natural settings and protected areas that create conservation outcomes whilst generating enjoyable and meaningful experiences for visitors.

He is a previous Deputy Chair of Ecotourism Australia, the Founding Chair of 'Tourism in Australia's Protected Areas Forum' (TAPAF), a previous Director of the National Tourism Alliance, previous Mentor for the Kokoda Track Foundation young leaders and member of the Australian Institute of Company Directors.

(Panel #6)



**Rodrigo Cabrera, Director, KmCero;  
Partner, TourCert Latina**

Historian (Pontificia Universidad Católica del Perú), with a Master in Cultural Management and postgraduate studies in Cultural Tourism (Universidad de Barcelona). With over 15 years of experience, he has worked in Public Management, in Prom Peru, where he developed, promoted and commercialized Cultural Tourism Products.

As an independent consultant, he has worked for a diverse clientele that includes public and private sector institutions. Professor in several institutions dedicated to Tourism education such as Universidad National Mayor de San Marcos, Universidad Antonio Ruiz de Montoya, Universidad San Ignacio de Loyola among others.

Currently, he is Director at KmCero, a tourism consultancy firm partner of TourCert Latina project, sponsored by the Austrian Agency of Development, which has the objective of applying TourCert Certification system on the region.

(Panel #9)





## **Rosa Harris, Director of Tourism, Cayman Islands**

Mrs. Rosa Harris is the Director of the Cayman Islands Department of Tourism. She has a long history with the department and within the tourism industry of the Cayman Islands.

With over 15 years of experience in the Tourism/Hospitality sector, she is a Senior Level Executive with extensive experience in management, business leadership, and working with Government Officials, Board of Directors, Advertising Executives and Tourism Partners.

She is the Chairman of the Public Transportation Board, the Hotel Licensing Board, and the Cayman Islands Hospitality School Council.

She also serves as Deputy Chairman of the International Scuba Diving Hall of Fame and is a member on the Boards for the Cayman Islands Film Commission, the Tourism Attractions Board, and the Cayman Islands Marketing Professionals Association.

Mrs. Harris has a Bachelor's Degree from Cornell University and a Master's in Business Administration from Manchester University.

(Panel #4)





## Saúl Blanco, Sustainable Tourism Specialist, Rainforest Alliance

Born in Guatemala, Central America. Majored in social and legal sciences and specialized in tourism business administration working in the tourism industry for over 20 years.

Have worked as a consultant with different national and international organizations such as The Guatemala's Development Foundation – FUNDESA -, The Guatemala's Tourism Board, USAID Guatemala, Counterpart International and The Rainforest Alliance, in providing technical assistance to tourism projects, training on the implementation of best management practices and development of tools for measuring impact of sustainable practices.

Among the main projects led in the field of sustainable tourism certification are the development and implementation of the first sustainable tourism certification program in Guatemala.

Currently leads the sustainable tourism certification program at Rainforest Alliance.

(Panel #1, #3, #11)



## **Simon Heppner, Founder & Director, The Sustainable Restaurant Association UK**

In addition to being Director of the SRA, he is also an Associate of Good Business: Good Business spends a lot of time trying to convince organizations to do what they do more ethically, with less environmental impact and more social value.

He is also a resident judge of The Mercury's: Joined the judging panel of the world's most prestigious travel catering award as the sustainability expert.

The Sustainable Restaurant Association is founded as a not-for-profit organization by Giles Gibbons, Simon Heppner, and two restaurant owners, Henry Dimbleby MBE (Co-Founder of Leon, Co-Author of the School Food Plan and Founder of StreetFeast) and Mark Sainsbury (Founder of Moro, The Zetter Group & Grainstore).

The SRA created a unique framework to simplify the complexity of sustainability for the industry.

(Panel #8)



## Tamara Ullrich, Board Member, ZOIT Chelenko

Agricultural Engineer from University of Chile. With a deep compromise with Rurality and Nature, is that her family life project in Puerto Río Tranquilo was established in 1999. She has entered and developed several kinds of activities, from scientific and NGO research, up to field work with farmers and peasant women, developing handle plans, horticulture and medicine plants projects, beekeeping and training.

(Panel #4)



## Tammy Coe, Quality Assurance Manager, Rainforest Alliance

Tammy is the Quality Assurance Manager for Rainforest Alliance's Certification Division where she oversees all third-party accreditations and a global team of technical specialists responsible for the development and monitoring of systems to deliver sustainable certification services in tourism, agriculture, forestry and related supply chains.

Tammy started working with the Rainforest Alliance in 2007 as a supply chain auditor in the U.S. region and within a couple of years moved over to the Quality Assurance Unit as the global specialist for Forest Stewardship Council Chain of Custody services.

In 2015, she was promoted to her current role overseeing the Quality Assurance Unit.

Prior to joining the Rainforest Alliance, Tammy worked as a researcher at the University of Vermont supporting U.S. Forest Service projects measuring the impacts of acid rain on forest ecology.

(Panel #2, #8)



## Tomás Sánchez, Executive Director, TKO

Business Manager from Adolfo Ibañez University, nowadays he is CEO at TKO Consulting, a consulting company with a lot of experience in the fields of tourism, landscape and communities, with a special emphasis in sustainability.

He was CEO at TURISTEL guidebooks for Chile and Argentine, he was director at Turismo Chile Board, he is consultant for companies like Colbun, Copesa, Copec, LAN, among others, and also plays an active role at associations like Fedetur, Turismo Chile, GSTC, etc.

With his company and partners, he develops +Artesania Local, a program that helps artisans to keep their arts.

He attended at Stanford University a specialization class in the communication field, he is Oncologic Coach, he has been Tourism Teacher, he received the National Tourism Excellence Award. He likes to travel and natural destinations.

(Panel #2)





**Dra. Trace Gale, Regional Director,  
Centro de Investigación en  
Ecosistemas de la Patagonia (CIEP)**

Trace Gale is PhD in Forest Resources Management, from the West Virginia University, Morgantown.

She has a focus in sustainable tourism, collaborative and public participation practices, human dimensions and consumption, research methods, marketing and management.

She also holds an MBA with focus in Marketing of Villanova University, Philadelphia. Business Manager, East Tennessee State University.

Trace's research interests are sustainable development, destination image and marketing, tourism's role in development, sociology, SMEs, social capital and network promotion, capacity development, tourism planning, recreational migration, tourism climatology and developing economies tourism.

(Panel #8)



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