

Global Sustainable Tourism Conference 2018

7-10 December 2018, **Maun**, Botswana

#GSTC2018



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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.

ORGANIZERS



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THEMES (tracks)

- (A) Achieving Sustainable Destination Management
- (B) Certification as a Driver of Sustainable Tourism
- (C) Reaching the SDGs through the GSTC Criteria
- (D) Market Access for Responsible Tourism Businesses

SCHEDULE

Friday, December 7th

<u>Time</u>	<u>Activity</u>
12:00 – 17:30	GSTC Meeting with Certification Bodies (by invitation only)
18:00	Departure from Maun Lodge to Crocodile Camp
18:30	Reception (+ Early Delegates registration) Welcoming Dinner at Crocodile Camp Welcome speech

Saturday, December 8th

<u>Time</u>	<u>Activity</u>
8:00 – 9:00	Registration
9:00 – 9:30	<p>Opening Ceremony</p> <ul style="list-style-type: none"> • His Excellency The Fourth President of the Republic of Botswana; Lieutenant General Dr Seretse Khama Ian Khama • Mr. Luigi Cabrini, Chair, GSTC • Group photo
9:30 - 10:00	Presentation by Mr. Randy Durband, CEO, GSTC: “GSTC’s Mission and Current Activities”
10:00 - 11:00	Refreshment Break and Networking (Press conference for local media)
11:00 – 12:30	<p>(1) Destination Management – finding the right balance between overtourism and under-tourism (track A)</p> <p>Moderator: Luigi Cabrini, Chair, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Per Gunnar Hettervik, Senior Consultant, NCE Tourism Fjord Norway • Patricio Diaz, General Secretary, Responsible Tourism Institute (RTI) • Jonathan Tourtellot, CEO, Destination Stewardship Center

	<ul style="list-style-type: none"> Prof. Urs Wagenseil, Institute of Tourism – Lucerne University of Applied Sciences and Arts
12:30 – 14:00	Lunch and Networking
14:00 – 15:15 Room 1	<p>(2) Wildlife Conservation and Tourism (track A)</p> <p>Presenter & Moderator: Jim Sano, Vice President for Travel, Tourism and Conservation, WWF</p> <p>Panelists:</p> <ul style="list-style-type: none"> Sehenyi “Shex” Tlotlego, Botswana Coordinator for Abercrombie & Kent Philanthropy Dr. Michael Flyman, Ministry of Environment, Natural Resources Conservation and Tourism, Botswana Robert Taylor, Conservation Ecologist, Wilderness Safaris Vincent Kouwenhoven, Founder & Managing Director, Green Safaris Julian Matthews, Founder & Chairman, TOFTigers
14:00 – 15:15 Room 2	<p>(3) Certification Body Collaboration Through Mutual Recognition or Shared Service (track B)</p> <p>Moderator: Randy Durband, CEO, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> Naut Kusters, Manager, Travelife for TOs Carolyn Wincer, Commercial Director, Travelife for Hotels Grace Nderitu, CEO, Ecotourism Kenya

	<ul style="list-style-type: none"> Richard Malesu, Environment & Eco-Certification Manager, Botswana Tourism Organisation
14:00 – 15:15	Refreshment Break and Networking
16:00 – 17:15	<p>(4) Recommendations for Market Access for SMEs (track D)</p> <p>Room 1</p> <p>Moderator: Ronald Sanabria, Sustainable Tourism Specialist</p> <p>Panelists:</p> <ul style="list-style-type: none"> Grace Nderitu, CEO, Ecotourism Kenya Heinrich Hafeni, Namibia Emerging Tourism Enterprises Association (Namibia) <p>Ruth Stewart, Travel for Impact (Botswana)</p>
16:00 – 17:15	<p>(5) Protection of Heritage And Its Relationship to Destination Stewardship (track A)</p> <p>Room 2</p> <p>Moderator: Heidi van der Watt, Better Tourism Africa; GSTC Board of Directors</p> <p>Opening remarks: Jonathan Tourtellot, CEO, Destination Stewardship Center; Founder and former Director, National Geographic Center for Sustainable Destinations</p> <p>Panelists:</p> <ul style="list-style-type: none"> Glenn Mandziuk, CEO, Thompson Okanagan Tourism Association (TOTA) BC Canada Phillip Segadika, Head of the Archaeology and Monuments Division, Botswana National Museum

	<ul style="list-style-type: none"> • Derek Tse, General Manager, Hong Kong Ecotourism & Travels Professional Training Centre • Kathleen Pessolano, Program Director – The Americas, GSTC
17:15 – 17:30	Closing remarks for the first day
18:00	Departure from Maun Lodge to Cresta Maun Dinner at Cresta Maun

Sunday, December 9th

<u>Time</u>	<u>Activity</u>
8:30 – 9:30	Registration
9:30 – 10:45	<p>(6) Covering the 4 themes of the conference</p> <p>Presenter & Moderator: Prof. Graham Miller, Executive Dean, Faculty of Arts and Social Sciences, University of Surrey; WTTC Tourism for Tomorrow Lead Judge</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Jillian Blackbeard, Executive Manager Marketing, Botswana Tourism Organisation • Ronald Sanabria, Sustainable Tourism Specialist (Kasane Call for Action and how it calls for measurement) (8min)

	<ul style="list-style-type: none"> Adama Bah, Chairman, Institute of Travel and Tourism of Gambia (ITTOG)
10:15 – 11:15	Refreshment Break and Networking
11:15 – 12:30	<p>(7) Sustainable Procurement Based on Certification (tracks B,C,D)</p>
Room 1	<p>Presenter & Moderator: Randy Durband, CEO, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> Jim Sano, Vice President for Travel, Tourism and Conservation, WWF Emad Hassan, Advisor to the Minister for Green and Sustainable Tourism, Ministry of Tourism, Egypt Martin Balas, TourCert
11:15 – 12:30	<p>(8) Smart Destination Management through information technology (track A)</p>
Room 2	<p>Presenters:</p> <ul style="list-style-type: none"> Per Gunnar Hettervik, Senior Consultant, NCE Tourism Fjord Norway Glenn Mandziuk, CEO, Thompson Okanagan Tourism Association (TOTA) BC Canada
12:30 – 14:00	Lunch and Networking
14:00 – 15:15	<p>(9) Destination Stewardship Strategies – Action Planning from Conference Discussions (track A)</p>
Room 1	

	<p>Moderator: Jonathan Tourtellot, CEO, Destination Stewardship Center</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Jillian Blackbeard, Executive Manager Marketing, Botswana Tourism Organisation • Jorge Alves, Azores Destination Management Organization (DMO) • Dr. Kim Langmaid Founder & Vice President of Sustainability Programs, Walking Mountains Science Center (Vail, Colorado) • Per Gunnar Hettervik, Senior Consultant, NCE Tourism Fjord Norway
14:00 – 15:15	<p>(10) Achievements towards the 17 SDGs in the Tourism Sector (track C)</p>
Room 2	<p>Moderator: Heidi van der Watt, Better Tourism Africa; GSTC Board of Directors</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Sebastian Bovensiepen, CEO, The meeco Group • Dr. Ioannis Pappas, Found & CEO, Green Evolution; GSTC Regional Director – Mediterranean • Heidi Dahl, Head of Office – Southern Africa, Innovation Norway • Valere Tjolle, Publisher & Editor, TravelMole Vision on Sustainable Tourism
15:15 – 15:45	Refreshment Break and Networking
15:45 – 17:00	<i>Sustainable Tourism Certification Alliance Africa meeting – by invitation only</i>

<p>15:45 – 17:00</p> <p>Room 1</p>	<p>(11) Working Session on GSTC Destination Criteria Revisions (tracks A,B)</p> <p>Facilitators:</p> <ul style="list-style-type: none"> • Dr. Kelly Bricker, Vice-Chair GSTC Board of Directors, Co-Chair of GSTC International Standards Working Group • Dr. Richard Denman, GSTC Associate Technical Director, Co-Chair of GSTC International Standards Working Group
<p>17:15 – 17:45</p>	<p>(12) Conference Summary</p> <p><i>(Big ideas from each session by each moderator)</i></p> <p>Moderator: Randy Durband, CEO, GSTC</p> <ul style="list-style-type: none"> • Prof. Graham Miller, Executive Dean, Faculty of Arts and Social Sciences, University of Surrey • Ronald Sanabria, Sustainable Tourism Specialist • Heidi van der Watt, Better Tourism Africa; GSTC Board of Directors • Luigi Cabrini, Chair, GSTC • Jonathan Tourtellot, CEO, Destination Stewardship Center • Dr. Kelly Bricker, Vice-Chair GSTC Board of Directors, Co-Chair of GSTC International Standards Working Group
<p>17:45 – 18:00</p>	<p>Closing Ceremony</p>
<p>18:00</p>	<p>Departure from Maun Lodge to Cresta Riley’s</p> <p>Dinner at Cresta Riley’s</p>

SPEAKERS (A-Z)

Adama Bah

Carolyn Wincer

Derek Tse

Emad Hasan

Glenn Mandziuk

Grace Nderitu

Prof. Graham Miller

Heidi Dahl

Heidi van der Watt

Heinrich Hafeni

Dr. Ioannis Pappas

James Sano

Jillian Blackbeard

Jonathan Tourtellot

Jorge Alves

Julian Matthews

Kathleen Pessolano

Dr. Kelly Bricker

Dr. Kim Langmaid

Luigi Cabrini

Mafila Richard Malesu

Martin Balas

Dr. Michael Flyman

Mokganedi Ntana

Naut Kusters

Patricio Azcárate Díaz

Per Gunnar Hettervik

Philip Segadika

Randy Durband

Dr. Richard Denman

Robert Taylor

Ronald Sanabria

Ruth Stewart

Sebastian Bovensiepen

Sehenyi Tlotlego

Prof. Urs Wagenseil

Vincent Kouwenhoven



Adama Bah
Chairman, Institute of Travel and
Tourism of Gambia (ITTOG)

Adama Bah founded the International Centre for Responsible Tourism-West Africa. It was established as a network of tourism professionals and regional training centre in West Africa to help the training of a significant number of Gambian and West Africans on issues of Responsible Tourism. For 5 years from 2005, Adama was the Travel Foundation Project Manager for the Gambia.

Adama co-founded the Institute of Travel and Tourism of Gambia (ITTOG) and since it was founded in 2008, has been the Chairman on the board of directors.

In November 2004 Adama Bah won an international award as the person who made The Greatest Contribution to Responsible Tourism at the prestigious Responsible Tourism Award Ceremony at World Travel Market in London



Carolyn Wincer **Commercial Director, Travelife**

Originally from New Zealand, Carolyn's diverse career in tourism began almost 25-years ago working with inbound visitors to New Zealand before moving into education as a vocational travel & tourism lecturer.

After moving to London, she spent 15-years with Virgin, first working in hotels with Virgin Limited Edition, a collection of properties privately owned by Sir Richard Branson, then at Virgin Galactic in sales before moving to New Mexico, USA for 5 years where she was primarily focused on hospitality experience design and tourism development.

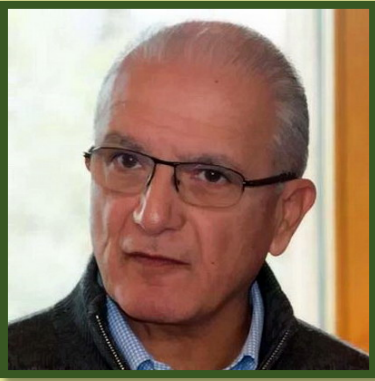
Sustainability has been both a passion and a strong thread throughout her career, so she was delighted to take on the role as Travelife Commercial Director after returning to London at the end of 2017.



**Derek Tse,
General Manager, Hong Kong
Ecotourism & Travels Professional
Training Centre**

Mr. YueTak (Derek) Tse is the General Manager of HKTraveler.com Ltd., Hong Kong with its subsidiaries of Eco Travel Ltd and Hong Kong Ecotourism & Travels Professional Training Centre. With over 10 year's experiences in the field of education and sustainable tourism industry, he specializes in developing sustainable tourism business model, plan and strategy. To contribute to the tourism industry, he is currently the Training Committee Member of Hong Kong Tourism Council and the Recommend Geopark Guide (R2G) of Hong Kong UNESCO Global Geopark.

He actively promotes the sense of sustainability, has been the keynote speakers and trainers in the field of sustainable tourism, ecotourism, geotourism and cultural tourism for government authorities and education institutes in Hong Kong, Macau, Taiwan and Mainland China. He holds a Master's degree of Arts in Cultural and Heritage Tourism; and Postgraduate Diploma in Education, Bachelor's degree of Arts in Geography from The University of Hong Kong.



Emad Hasan
Advisor to the Minister for Green and Sustainable Tourism, Ministry of Tourism, Egypt

Emad Hasan is currently an energy advisor to the Minister of Tourism in Egypt focusing on green transformation in support of Egypt's sustainable tourism agenda.

Emad comes to the tourism world with 30 years of global energy efficiency experience having provided consultancy and project management services to a variety of international bilateral and multilateral development organizations in 16 countries around the world.

He started his energy career at one of the U.S. leading utilities in energy efficiency where he was part of a management team that implemented a wide spectrum of market development energy efficiency programs including \$80 million of energy efficiency performance contracts.

Emad is currently in charge of Egypt's Green Star Hotel certification program that uses GSCT-recognized standards.



Glenn Mandziuk CEO, TOTA

Glenn Mandziuk has over 25 years of experience in tourism management and community development. Glenn is the President and Chief Executive Officer of the Thompson Okanagan Tourism Region and undertakes destination development, consumer marketing, travel trade, media relations, research, industry and community services.

Glenn holds a Master of Environmental Design Degree majoring in Planning and a Bachelor of Arts majoring in Leisure and Tourism. Throughout his career he has been honored to receive the following awards that exemplify his commitment to excellence:

- Planning Institute of BC's Silver Medal in Policy Planning Excellence.
- Economic Development Association of Canada, President's Award for the Advancement of the Profession in Canada.
- Aboriginal Tourism Industry Partner of the Year Award.
- Economic Development Association of BC's Economic Developer of the Year for British Columbia.
- World Travel & Tourism Council, Tourism for Tomorrow Award for Sustainable Destination Development.



Grace Nderitu **CEO, Ecotourism Kenya**

Ms. Grace Nderitu is the Chief Executive Officer at Ecotourism Kenya (EK) a non-governmental membership organization working with tourism operators in Kenya to create linkages between tourism, communities and conservation.

She is a passionate advocate of responsible tourism. Her work as the team leader at Ecotourism Kenya for the last 5 years has seen her team achieve great milestones in the development and promotion of tourism standards and certification for accommodation facilities, tour operators and green destinations; building the capacity of university graduates entering the tourism workforce through a specialized leadership and mentorship program; as well as supporting community based tourism organizations (CBOs) embrace eco-tourism ventures and align their businesses in a way that ensures they derive more benefits from the tourism dollar.



Prof. Graham Miller
Executive Dean, University of Surrey

Professor Graham Miller holds a chair in sustainability in business at the University of Surrey, is Executive Dean of the Faculty of Arts and Social Sciences and is a member of the Executive Board of the University. The faculty comprises nine schools, nearly 500 staff and over 6000 students.

Professor Miller is currently co-editor of the Journal of Sustainable Tourism, the lead judge for the World Travel and Tourism Council's Tourism for Tomorrow awards and Chair of Considerate Hoteliers.

He is the former head of the UK's leading School of Hospitality and Tourism Management and a member of the World Economic Forum's Global Agenda Council for the Future of Travel and Tourism.

Graham also holds the title of Distinguished University Professor at Wakayama University, Japan.



Heidi Dahl **South-Africa Head of Office,** **Innovation Norway**

Heidi Dahl was born in Oslo but spent a large part of her working career outside of Norway.

She has extensive experience working in the Travel & Tourism sector including hotels, cruise and tour operations and she has worked around the world for a number of large and medium size international companies.

Heidi has also worked as an entrepreneur and was part of a travel company start up, which was successfully sold to a large cruise and travel company. For several years, she held the position as Director International Markets for Visit Norway where she was involved in developing Norway's sustainable tourism strategy as well as the implementation abroad.

Today she is heading up Innovation Norway's offices in the southern part of Africa.



Heidi van der Watt
Director, Better Tourism Africa

Heidi van der Watt graduated with a Masters in Town and Regional Planning from the University of Stellenbosch and started off working for South African Tourism (national tourism organization), establishing a new division focusing on destination planning and development.

She has been a notable contributor to policy and strategic developments related to sustainable tourism in South Africa for the last decade. Most recently, she assisted the National Department of Tourism (NDT) to draft South Africa's national standard for Responsible Tourism, adopted through the South African Bureau of Standards (SABS) as a South African National Standard (SANS 116:2010) in 2010. She also assisted the NDT with the drafting of a National Strategy for Responsible Tourism for South Africa in 2012.

Ms. van der Watt has specialist knowledge of all aspects of destination development and management, including tourism sector strategy, market assessment and marketing, product development, spatial planning, institutional development, training and skills development and monitoring and evaluation.



Heinrich Hafeni
Chair, Namibia Emerging Tourism
Enterprises Association (ETEA)

Mr. Heinrich Hafeni is a vibrant, enthusiastic young leader from Namibia.

He is passionate about subjects such as tourism, leadership and entrepreneurship. Mr. Hafeni is a visionary and motivated self-starter and a huge fan of Michael Jackson, he can pull off the moon walk smoothly.



Dr. Ioannis Pappas
Co-Founder & CEO, Green Evolution;
Director – Mediterranean, GSTC

Dr. Pappas is the CEO of Green Evolution SA, 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. He is also auditing and advising on standardization of companies and technological implementation of climate adaptation and mitigation methodologies.

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 the expert for ITL at UNFCCC. He sits on the GSTC Board of Directors and acts as the Treasurer of GSTC. He is the GSTC Representative in the Mediterranean Region, and a GSTC authorized Trainer.

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.



James Sano
Vice President for Travel, Tourism
and Conservation, WWF

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

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

He 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.

James 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.



Jillian Blackbeard **Botswana Tourism Organisation**

Jillian Blackbeard has been part of Botswana Tourism Organisation for 5 years as the executive manager for marketing. Achievements for the destination include listing of the Okavango Delta, Lonely Planet Destination of the Year 2016, ITB Partner Country 2017, WTTC Tourism for Tomorrow Sustainable Destination of the Year 2017.

Tasked with expanding Botswana's destination awareness footprint internationally, planning over 40 events across the globe and locally to stimulate product diversification through over 11 events. She is the board secretary and founding member of Tlhokomela Botswana Endangered Wildlife Trust, the fund raising arm for all conservation activities taking place in Botswana and a member of the Wild Bird Trust, the local entity of the National Geographic Okavango Wilderness Project.

She is an 8th generation Motswana, who spent 15 years abroad, before returning to Botswana.



Jonathan Tourtellot
Founder, 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.



Jorge M.C. Alves **Azores Destination Management** **Organization (DMO)**

Jorge acts as the Coordinator of the Azores Destination Management Organization (DMO) and as an Advisor to the Regional Secretary for Energy, Environment and Tourism at the Azores Government.

Before joining the Azores DMO, for 8 year he was the General Manager of Turangra Viagens Turismo, is one of major Tour Operator. Jorge also has an experience in the hotelier world as a General Manager of Hotel Holiday Inn Azores (NSL). He also serves as Administration Board Member of the Azores Youth Hostels (PJA, S.A.).

Jorge holds a business management degree and MBA from the University of the Azores.



Julian Matthews **Founder & Chairman, TOFTigers**

Eco-entrepreneur, ex safari operator, conservationist, guide and writer, Julian Matthews has dedicated his last fifteen years to the plight of the tiger and its forest home in the Indian subcontinent. Born and brought up on a farm in Zimbabwe, he saw first-hand the rewilding and rejuvenation of Southern and East Africa through the boom in safari tourism in the 1980's and 90's.

Today, having walked and travelled across huge swathes of India's once mighty forests, run numerous safari and walking tours with his own nature and safari travel business, he set up a charity called TOFTigers, as a tiger conservation tool to drive better nature tourism across the Indian subcontinent, modelled on the best examples from around the world. Today there is over 300 travel companies involved from across the globe, and he highlights 'Tigernomics' as one of the key pillars on which it can save its wildlife and forests.

TOFTigers today runs the only wilderness based certification system in South Asia, the PUG certification, with over 85 lodges involved across 26 wilderness destinations in both India and Nepal. It recently launched a new Tour Operator certification to help drive sustainability and conservation efforts across the sector.



Kathleen Pessolano **Program Director – Americas, 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.



Dr. Kelly Bricker
Director, University of Utah-Parks,
Rec & Tourism; Vice-chair, GSTC

Dr. Bricker is a Professor of Sustainable Tourism and Ecotourism at the University of Utah in Parks, Recreation, and Tourism.

She completed her Ph.D. research with the Pennsylvania State University, where she specialized in sustainable tourism and protected area management.

She has special research and teaching interest in ecotourism, natural resource management, and the environmental and social impacts of tourism. Kelly has conducted research and presented on issues in ecotourism, visitor management, impacts of tourism, and natural resource management for nature-based tourism. She has published protected areas, ecotourism certification and policy, and health and sustainable tourism relative to impacts on communities.

With Rosemary Black and Stuart Cottrell, she authored and edited a book titled Sustainable Tourism & the Millennium Development Goals: Effecting Positive Change. Most recently, she co-edited a new textbook with Dr. Rosemary Black, titled Adventure Programming and Travel for the 21st Century. With partners in OARS and her husband, she developed an ecotourism operation called Rivers Fiji.



Dr. Kim Langmaid
Founder & Vice President, Walking
Mountains Science Center

Dr. Kim Langmaid is the Founder and Vice President of Sustainability Programs at Walking Mountains Science Center in Colorado's Vail Valley. Kim played a lead role in the creation of the Actively Green GSTC "recognized" industry standard, the Mountain IDEAL GSTC "recognized" destination standard, and assisting Vail, Colorado in becoming the first certified sustainable destination in the United States.

Kim has been involved with sustainable tourism, climate action planning, collaborative conservation, sustainability education, and NGO leadership and management for over two decades. She has partnered with local governments, tourism organizations, and over 100 businesses to accomplish sustainability results. In addition to her roles at Walking Mountains, Kim teaches in the Sustainability Studies program at Colorado Mountain College, serves on the Vail Town Council, and on the Colorado Tourism Office's Destination Development Committee.

Kim began her career as a wilderness guide and interpretive naturalist and has served in a wide variety of education and facilitation capacities since then.



Luigi Cabrini **Chair, GSTC**

Mr. Luigi Cabrini is the Chairman of the Board of Directors of the Global Sustainable Tourism Council. Mr. Cabrini led several initiatives on sustainable tourism at global level, focusing his activities on tourism and climate change, tourism and biodiversity, observatories for sustainable tourism, the green economy, tourism and heritage and global partnerships.

He was the Director of the UNWTO (World Tourism Organization) Sustainable Tourism Programme until 2014 and previously held the positions of UNWTO Director for Europe and Secretary of the General Assembly and Executive Council. From 2014 to 2018 he was an Advisor to the Secretary-General of the UNWTO. Before joining the UNWTO he has been engaged during 20 years in United Nations programmes for development and for protection of refugees, 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.



Mafila Richard Malesu
Environment & Eco-Certification
Manager, Botswana Tourism
Organisation

Mafila Richard Malesu is responsible for implementation of Botswana Ecotourism Strategy and the Botswana Ecotourism Certification System, and subsequent ensuring that the Okavango Delta Ramsar Site became one of the First Adaptor of the GSTC Destination Criteria.

He facilitated the nomination of Okavango Delta Ramsar Site (ODRS) for Sustainable Tourism Destination. Followed by Chobe, Makgadikgadi & Okavango Delta Ramsar Site as winner of World Travel & Tourism Council, 2010 & 2017 Tourism for Tomorrow Sustainable Destinations Award and Top 100 Sustainable Destination Awards for 2014, 2016 and 2017. The Okavango Delta Ramsar Site is one of the largest Ramsar Sites of international importance in the world and is endowed with rich diversity of fauna and flora, diverse and dynamic ecosystems, as well as a pristine and wilderness character. Furthermore, the ODRS was formally listed as a World Heritage Site under the United Nations Educational Scientific and Cultural Organisation (UNESCO).



Martin Balas **TourCert**

Martin Balas is a consultant and partner of TourCert and was responsible for the development of the destination certification system. He has a Master Degree in Sustainable Tourism management.

In addition to TourCert, he is working as a freelance tourism consultant for Federal Ministries, Tourism Associations and tourism destinations and as a lecturer for several German Universities.

Since 2013 he is a scientific researcher at the University of Sustainable Development in Eberswalde with focus on CSR in tourism, certification in tourism and sustainable destination management.



Dr. Michael Flyman
Research and Development
Coordinator, Ministry of
Environment, Natural Resources
Conservation and Tourism, Botswana

Dr Michael Vosa Flyman is the Coordinator of Research and Development at Botswana's Ministry of Environment, Natural Resources Conservation and Tourism (MENT). In that role, Dr Flyman coordinates all Research and Development (R&D) activities across the Ministry and facilitates delivery of good research outputs and strategies toward better research utility.

He also promotes knowledge exchange and advises the Ministry on how to translate research findings into policies, programmes and projects.

Dr Flyman previously worked as Head of Research and Statistics at Department of Wildlife and National Parks; as well as Head of Environmental Assessment, Audits and Information Management at Department of Environmental Affairs. Both departments fall within MENT.



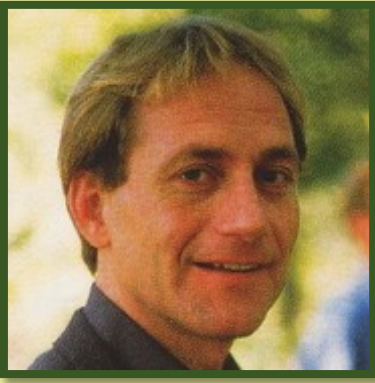
Mokganedi Ntana
Tourism Development Manager -
Kasane Office, Botswana Tourism
Organisation

Mokganedi Ntana holds a Master's Degree in Environmental Management and Tourism Planning with the University of Free State in 2008 (Republic of South Africa, Bloemfontein).

He has attained short-term in service training in Strategic Tourism Destination Management, Project Management, Environmental Management Systems, Environmental Auditing, Environmental Law and Environmental Communications.

In 2013, he was nominated to participate in the International Visitor Leadership Programme (IVLP) through the American Embassy in Botswana and completed field study in Ecotourism, Park Management and Biodiversity Conservation in various states in the USA.

Currently, he is employed as a Tourism Development Manager (6 years), with BTO, for Chobe District/Region, which is one of the main Tourism Hubs of the country and the gateway to our prime natural attraction –Chobe National Park.



Naut Kusters **General Manager, Travelife for Tour Operators**

Naut Kusters has been a leader in promoting sustainability in tourism since 1993 when he founded the European Centre for Eco and Agro Tourism (ECEAT), a European not for profit organisation promoting and marketing sustainable tourism among small scale rural accommodations.

In 2004, Naut co-founded of the European VISIT association, uniting existing ecolabels in the accommodation sector. In 2007 Naut established in close co-operation with the European tour operator associations the Travelife training, management and certification programme for Tour operators and Travel agencies which he is still managing.

Naut is also one of the founding members of the Global Sustainable Tourism Council (GSTC). Naut holds a master's degree in environmental science and social forestry from the Wageningen University.



Patricio Azcárate Díaz de Losada **General Secretary, Responsible** **Tourism Institute**

Patricio has more than 15 years of professional experience in the field of scientific research and the tourism sector.

He has been responsible for the management of RTI (Responsible Tourism Institute) for the last 5 years, coordinating the strategy of the Biosphere projects at an international level. Among other activities, he has been responsible for the Strategic Tourism Plan in León (Spain) and Ibagué (Colombia), as well as coordinating the certification of all the Biosphere hotels and the hotel chain Hoteles City in Mexico (made up of 100 hotels).

Patricio holds a bachelor's degree in Biology from the Universidad Complutense de Madrid, an MBA from the MBA Business School and a master's degree in Biotechnology from Aliter Escuela de Negocios.

He has conducted audits and consultancy processes in more than 200 hotels and 25 destinations, with an in-depth knowledge of the certification process and the sustainability aspects that are necessary for the tourism industry.



Per Gunnar Hettervik
Senior Advisor, NCE Tourism Fjord
Norway

Per Gunnar Hettervik takes up the position as MD Visit Svalbard from January 2019. He is currently Senior Advisor at Norwegian Centre of Expertise Fjord Norway. (2014 - 2018) after having worked as MD for tourism in several Norwegian municipalities (1995-2014). He has a BA in Tourism Planning from Lillehammer University College (1989 – 1992)

His speciality is within sustainable tourism development. DMO's and regional development and startups. Recently also with cluster programs on a national and regional level as well as technological advances within adventure technology and experience technology, including an International Adventure House, guide certification programs and National Scenic Trails.

He has for many years developed and managed his own family business and conference centre in his local village.



Philip Segadika
Head of the Archaeology and
Monuments Division, Botswana
National Museum

Phillip Segadika works at the Botswana National Museum as Head of the Archaeology and Monuments division. He Supervises cultural resource management as well as work with communities in the production management plans and the development of heritage sites for tourism. The position also includes developing contracts with communities for private-public and community partnerships at heritage sites.

In addition to coordinating an excavation project with Professor Jim Denbow of the University of Texas on the banks of the Chobe River in Botswana, Phillip is overseeing an ambitious 7 year legacy project of the President of the Republic of Botswana dubbed "100 Monuments Project". In the legacy project, at least 100 heritage sites are targeted for various developments including gate houses, site museums, signage, heritage trails and community empowerment programs. Segadika's current Ph.D. work with the University of the Witwatersrand, South Africa, cuts through the four countries of Botswana, Malawi, Uganda and Nigeria where he explores the management of intangible heritage at World Heritage sites. He is currently a visiting scholar at the University of Stanford where he is completing his Ph.D. write up under the Andrew Mellon Foundation scholarship.



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.



Dr. Richard Denman
Director, The Tourism Company

Richard is Director of The Tourism Company, a small specialist tourism consultancy based in the UK. Following a degree in Economics from Cambridge University and a doctorate based on tourism research.

Richard worked for ten years as development and marketing director for the tourist board in central England. He has been a consultant since 1990 and has worked in over fifty countries. In 2005 he wrote the policy guide Making Tourism More Sustainable for UNEP and UNWTO, and has continued to work with them and a number of international agencies on sustainability issues, including the preparation of various good practice guides.

He has worked at a local level with many destinations around the world and has a particular interest in tourism in protected areas. In 2009/10 he undertook the initial work on developing the accreditation process for the predecessor body to the GSTC.

Richard is a former Board Director of The International Ecotourism Society and serves on the Advisory Committee of the Travel Foundation.



Ronald Sanabria **Sustainable Tourism Specialist**

A native of Costa Rica, Ronald Sanabria has worked with the tourism industry on certification, productivity, quality assurance and sustainability since 1992.

He joined the Rainforest Alliance in 1998, first working with the Sustainable Agriculture Division. Two years later, he began leading the development of the Sustainable Tourism program.

Ronald has coordinated projects in a dozen Latin American countries, supporting sustainable tourism training and technical assistance for hundreds of tourism businesses and community-based operations while also connecting them with the marketplace.

He led the creation of the Sustainable Tourism Certification Network of the Americas (STCNA) and chaired its secretariat from 2003 to 2010. He assisted the creation of the Global Sustainable Tourism Council (GSTC) and sat on its board of directors from 2010 to 2012.

Currently, as an independent consultant, he supports governmental and UN agencies, conservation NGOs (including the Rainforest Alliance) and tourism companies in sustainability-related projects.



Ruth Stewart **Travel for Impact**

Ruth has lived and worked in Maun since 1996. Ruth's passion is to support organizations and people to reach their true potential. She has worked in partnership with many civil society organizations to support them to raise necessary funds and to operate effectively.

Her drive and enthusiasm for this was evident in the numerous ways she tried to connect the tourism industry in Maun to the needs of community organizations finally resulting in her creating the Travel for Impact movement. Travel for Impact builds partnerships between the safari industry, community projects, and tourists. Ruth has a wealth of experience to share but is always open to new ideas and learning.



Sebastian Bovensiepen **CEO, The Meeco Group**

Sebastian Bovensiepen has more than 19 years of experience in the renewable energy sector and over 13 years in Photovoltaic energy; involved in more than 700Mw renewable energy projects around the globe.

With substantial experience and knowledge in project development, financing and realisation of Solar/Wind projects, fundraising and M&A transactions.

The meeco group are currently developing a number of projects for the tourism sector and current clients include marriott group and number of boutique safari camps and resorts and one of the only solar PV power plants for an international airport in the Caribbean.

The meeco group has been working with Botswana Tourism to develop a new CAPEX support financial instrument to help speed up the adoption of sustainable clean energy within the tourism sector in support of the implementation of the "Kasane call to action' in Botswana.



Robert Taylor **Conservation Ecologist, Wilderness Safaris**

Rob holds an undergraduate degree in Grassland Science and a Master's Degree in Ecology, for which he studied elephant impacts on baobab trees in the Kruger National Park. He worked for three years as a research technician in Kruger and two years in private consulting, first as a wetland scientist and then as an aquatic scientist, before joining Wilderness Safaris in 2018.

Rob's professional interests include botany – having focused most of his studies around plants, including alien invasive plants for which he worked extensively on their impacts and the methods of their removal in Kruger – and aquatic macroinvertebrates - dragonflies and damselflies in particular. Rob is a keen advocate for involving youth in conservation and science initiatives and he sees great value in citizen science projects.



Sehenyi Tlotlego
Philanthropy Coordinator - Botswana,
Abercrombie & Kent Philanthropy

Currently, Sehenyi Tlotlego is working as Philanthropy Coordinator for Abercrombie & Kent Philanthropy in Botswana since February 2016. He is responsible for initiating, implementing and monitoring projects in Botswana including social enterprises, health and Education projects as well as conservation projects.

Sehenyi is trained as an environmental manager at the University of Botswana and spent most of his life working for Botswana based community development and environmental non-for-profit organizations, starting with Okavango People's Wildlife Trust 1997-1999, then Conservation International's Okavango Program 1999 to 2001, followed by Okavango Research Institute 2005 – 2007 and the Trust for Okavango Cultural and Development Initiative, 2007 – 2010.

The remainder of his time has been in the tourism industry where he held various management positions, including General Management, operations, Human Resources, licenses and permits, and social corporate responsibility.



Prof. Urs Wagenseil
Lecturer, Lucerne University of Applied Sciences and Arts; Head of the Competence Centre for Tourism

Urs Wagenseil is Professor and Head of the Tourism Competence Centre of the Institute of Tourism at Lucerne University of Applied Sciences and Arts in Switzerland. His areas of expertise include: destination management, tourism strategies; tourism and sustainable development; tourism business and entrepreneurship. Urs serves on the board of TourCert (sustainability certification for tourism businesses and destinations), and is a current member of the GSTC Destinations Working Group.

Urs also has industry experience managing incoming and outgoing tourism (e.g. working with Kuoni), and focuses on the following key topics: destination management, tourism strategies, tourism and sustainable development, tourism business entrepreneurship & start-ups and tour operating.

In addition to his main roles, Urs serves as a visiting professor in several other countries, and is a Board Member for TourCert, a sustainability certification for tourism businesses and destinations.



Vincent Kouwenhoven **Founder & Managing Director, Green Safaris**

Dr Vincent Kouwenhoven is the founder of Green Safaris, a group of outstanding eko-lodges, currently operating in Malawi and Zambia (see www.greensafaris.com)

Vincent is originally from the Netherlands, where he has made his career in telecommunications and private equity, before switching to conservation, and investing in safari-lodges, now about 10 years ago.

He started doing business in Africa with a dedicated tech-fund (eVA Fund) investing in african tech entrepreneurs across sub-saharan Africa (ao in Ghana, Kenya, Nigeria and South Africa) and made his first direct investment in lodges in Zambia, in the Kafue National Park. With an emphasis on tech, he has developed the very first electric game-drive vehicle, called the eLandy, already back in 2012, for so-called 'silent safaris', which has been operating in the Kafue National Park in Zambia since 2013.

In 2017 he launched the Green Safaris Fund, which is completely dedicated to conservation and community development, operating lodges with a strong green ethos, and driven by an active conservation and community development agenda, preferably in pristine wilderness areas.

Global Sustainable Tourism Conference 2018

7-10 December 2018, **Maun**, Botswana

#GSTC2018



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