

2015 GSTC Annual General Meeting (AGM)

Huangshan, China

September 10-13

The GSTC AGM brings together GSTC members and other sustainable tourism experts and stakeholders for the organization's major event of the year. This year GSTC is honored to be hosted by the Huangshan Administrative Committee (HSAC) which manages the famous natural and cultural World Heritage site of Mount Huangshan in China's Anhui Province.

Program

Day/Date	Schedule
Thursday 10 Sept	Arrivals throughout the day 18:30 Welcome Reception and Dinner - Crowne Plaza Huangshan Yucheng Hotel, Huangshan City
Friday 11 Sept	Breakfast: Riverside, 3 rd floor, open daily 06:00-10:30 08:30 Registration 9:00 – 9:20 Opening Ceremony - Mr. Luigi Cabrini, GSTC Chair of the Board of Directors - Mr. Kong Xiaohong, Mayor of Huangshan City, Director of HSAC 9:20 - 9:30 group photo 9:30 – 10:30 GSTC Overview & Updates – GSTC CEO Mr. Randy Durband 10:30 – 11:00 Networking & Refreshment Break 11:00 – 12:30 Keynote Speech by Jonathan Tourtellot and Panel Discussion on Sustainable Destinations 12:30 – 13:30 Lunch Afternoon: Choose from 1 of 2 tracks: 13:45 – 16:30 GSTC-Country Criteria development workshop, facilitated by GSTC Technical Director Mr. Guy Chester (English language only) 16:30 - 17:30 Workshop on how to apply sustainability standards, facilitated by GSTC Vice-Chair Dr. Kelly Bricker <i>or</i> 13:45 – 17:30 China Mountain Tourism workshop (Chinese language only) <i>all participants:</i> 15:00 – 15:30 Networking & Refreshment Break 18:30 Reception and dinner, with presentation on IHG Hotels “Green Engage” Program



Day/Date	Schedule
Saturday 12 Sept	<p>Breakfast: Riverside, 3rd floor, open daily 06:00-10:30</p> <p>7:00 – 15:00 Sightseeing tour with lunch</p> <p>15:30 – 16:45 Workshop “Mainstreaming Sustainability” Moderator: Randy Durband, GSTC CEO Panelists: Ms. Heidi van der Watt, Director, Better Tourism Africa, and GSTC Board Member; Mr. Hugh Kim, Gyeonggi Tourism Organization</p> <p>17:00 – 18:30 Board of Directors Meeting (GSTC board only)</p> <p>18:30 reception and dinner</p>
Sunday 13 Sept	<p>Breakfast: Riverside, 3rd floor, open daily 06:00-10:30</p> <p>Departures throughout the day</p>

Keynote Speaker



Jonathan Tourtellot
National Geographic Voices,
Destination Stewardship Center

Jonathan Tourtellot is a consultant specializing in sustainable tourism and destination stewardship, and a journalist and editor with a focus on travel, geography, and science. Tourtellot launched and ran the National Geographic's Center for Sustainable Destinations (CSD) for nine years. As geotourism editor for *National Geographic Traveler* magazine, he initiated and supervised the Destination Stewardship surveys reported annually as the cover story from 2004-2010, and has written on such topics as resort sprawl, nature tourism, heritage travel, and climate change. He wrote the cover survey article, "Tourism: Part Threat, Part Hope," for UNESCO's *World Heritage* magazine, and blogs for National Geographic Voices (formerly NewsWatch). Tourtellot instituted National Geographic's Geotourism MapGuide program, unique in that it invites full participation by destination residents, raising awareness of distinctive local assets. He continues his tourism-related work as sponsor and portal editor of the [Destination Stewardship Center](#) and a member of the Destinations Working Group of the GSTC.

Sustainable Destinations Workshop

Friday, September 11, 11:00 - 12:30

Destination management is seen by many as the key to the next phase of enhanced sustainability in tourism. This workshop will review key trends and include time for audience participation.

Jonathan Tourtellot will present a keynote presentation on new trends, including: the essential role of Destination Stewardship Councils; GSTC Criteria as the framework; measuring and monitoring; changes in the "M" in "DMO" from Marketing to Management; cultural heritage; and environmental issues.

The panelists will deliver insights into their organizations' current activities and future plans regarding sustainability at destinations, followed by questions from the audience and discussion with the panelists:

Moderator: Jonathan Tourtellot, National Geographic Traveler

- Mr. Huang Linmu, Executive Director of Mt. Huangshan Administrative Committee and GSTC Board Member
- Mr. Andreas Muesler, DER Touristik and GSTC Board Member
- Mr. Marco Sepulveda, EarthCheck

Panelists

 <p>Huang Linmu Mt. Huangshan Scenic Area Administrative Committee (HSAC), GSTC Board Member</p>	<p>Huang Linmu serves as the Director of the Mount Huangshan Administrative Committee (HSAC), President of the Huangshan Tourism Development Group, and Chairman of the Board of the Huangshan Tourism Development Company, Ltd. In addition to these leadership roles, he is Vice-Chair of the China Landscape and Historic Sites Association, Vice-Chair of the China Tourist Attractions Association, Standing Director of the China Tourism Association (CTA), and a founding member of Sustainable Travel International's Sustainable Destination Leadership Network. Prior to these roles, he had served as the Deputy Mayor of Huangshan for seven years. He applied his university training as a mechanical and electrical engineer to management and executive positions in an impressive array of sectors.</p>
 <p>Andreas Mueseler DER Touristik, GSTC Board Member</p>	<p>Andreas Mueseler has been the Sustainability Manager at DER Touristik, the second largest tourism company in Germany, since 1996. He began his professional career in 1984 as an academically qualified engineer in the air and space technology field, later joining the chemical industry field as a Managing Director, where he took responsibility for environmental affairs. He is also the Chair of the Sustainability Committee of the German Travel Association, a Board Member of the Tourism Child Protection Code, and was Vice-Chair of the Tour Operators' Initiative for Sustainable Tourism Development (TOI) which recently merged with GSTC.</p>
 <p>Marco Sepulveda EarthCheck</p>	<p>Marco holds a Bachelor of Economics and Master's Degree in Environmental Science and Management for the University of Queensland. He has worked internationally with federal governments, industry, SMEs and communities in the design, management and delivery of projects and programs across fields such as resource management, operational efficiencies, economic planning, and sustainable planning and design. Marco has been part of leading sustainable development research centres at the University of Queensland and has authored publications in the area of environmental markets and integrated environmental management. Marco currently leads the development and management of EarthCheck's sustainability products and services globally.</p>

Country Criteria Workshop

Friday, September 11, 13:45 - 16:30

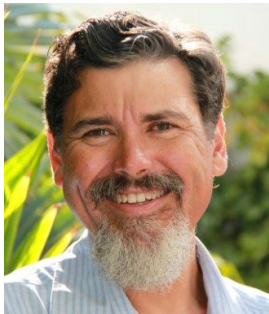
Led by GSTC Technical Director, Guy Chester

Take advantage of a rare opportunity to provide input into the development of GSTC Criteria! GSTC has recently begun the formal process of creating a new set of Criteria, “GSTC Country,” under the leadership of the GSTC International Standards Working Group. A special task force is also being formed. Here at the AGM, this workshop will allow AGM participants to voice their opinions on inclusions for the new Criteria.

The framework for GSTC Country will be to use the GSTC - D four themes, these will form the basis of the discussion:

- o Demonstrate effective sustainable management
- o Maximize economic benefits and minimize negative impacts
- o Maximize benefits to communities, visitors and culture and minimize negative impacts
- o Maximize benefits to the environment and minimize negative impacts

Session Leader



Guy Chester
GSTC Technical
Director and Lead
Trainer

Guy Chester has been a member of the GSTC since its inception. He has chaired the Accreditation Panel during the development of GSTC's accreditation program, served on the GSTC Board of Directors, and was a member of the standards committee during the recent revisions of both standards. He has been involved in sustainable tourism for nearly thirty years. Guy was the founding Vice President of Australia's Ecotourism Association and a co-author of the Ecotourism accreditation program. Guy has worked extensively with sustainable tourism certification programs in providing standards development, administrative policy and procedures, training and auditing.

Applying Sustainability Standards Workshop

Friday, September 11, 16:30 - 17:30

Led by GSTC Vice-Chair, Dr. Kelly Bricker

Sustainability standards for travel and tourism have been used primarily for certification. However, standards can and should be applied much more widely than merely for certification. Standards are essential for policy development and enforcement, for measuring and monitoring real-life practices. They serve as tools for education, training, and awareness-raising. We now see national and provincial governments utilizing sustainability standards as frameworks for policy and development. Standards provide confidence in the performance of operations. They can support improved legislation by proving what is possible.

In this workshop, we will discuss how to raise awareness among broad groups of stakeholders on the value of applying standards to make travel and tourism more sustainable, in concert with the active participation of attendees.

Session Leader



Dr. Kelly Bricker
GSTC Vice-Chair and
Treasurer

Dr. Kelly Bricker is Professor and Chair of the Department of Parks, Recreation, and Tourism at the University of Utah. She completed her Ph.D. research with The Pennsylvania State University, where she specialized in sustainable tourism and natural resource management. Kelly has conducted research on social impacts of tourism and protected area-related tourism environments. She has presented papers on issues in ecotourism, sense of place, natural resource management, certification, and incentive travel programs. She has published articles on sense of place, community-based tourism, ecotourism certification and policy, and health and sustainable tourism relative to protected areas and communities. Since 1997, she has helped to develop an ecotourism operation in the rural highlands of Fiji called Rivers Fiji. She serves as the Chair of TIES Research and Education Council.

China Mountain Tourism Seminar

Friday, September 11, 13:45 - 17:30

Led by Mr. Huang Linmu and Mr. You

The China Mountain Tourism Alliance has created the China Mountain Tourism Seminar aimed at the sustainable and inclusive development of China Mountain Tourism. The CMTA Secretariat will hold this seminar on September 11 to discuss the Brand Construction and Logo Recognition of Mountain Destinations. The CMTA Secretariat invites GSTC AGM participants to have extensive communication with CMTA members.

CMTA includes 36 members: Anhui Mt. Huangshan, Mt. Jiuhua, Mt. Tian Zhu, Tiantangzhai (Mt. Dabie), Beijing Mt. Xiangge, Fujian Mt. Quyi, Taining Mt. Maoer, Mt. Taimu, Mt. Qingyuan, Guangdong Mt. Dangxia, Gansu Mt. Maiji, Guizhou Mt. Fanjing, Hubei Mt. Qudang, Hunan Mt. Heng, Wulingyuan, Henan Mt. Song, Mt. Yuntai, Jilin Mt. Changbai, Jiangsu Mt. Zhong, Jiangzi Mt. Lu, Mt. Jinggang, Mt. Sanqing, Mt. Longhu, Sichuan Mt. Emei, Leshan Buddhist, Mt. Qingcheng, Shangdong Mt. Tai, Mt. Lao, Shanxi Mt. Wutai, Shangxi Mt. Hua, Tianjin Mt. Pan, Xinjiang Tian Shan Tian Chi, Yunnan Yulong Snow Mountain, Zhejiang Mt. Putuo, Yandang and Jianglang.

Workshop: “Mainstreaming Sustainability”

Saturday, September 12, 15:30 - 16:45

Sustainable travel seems to come in two basic forms:

- Highly sustainable individual products or entire product lines offered largely by small enterprises with limited market reach; often relating to ecotourism, adventure travel, or community-based tourism
- Sustainable product components or select niche product offered by large enterprises

Very few entities in either of these groups have mastered the art of selling highly sustainable product to the mass market. This workshop will seek solutions on how sustainability can become more widespread by enhancing the marketing approaches for all sustainable product.

Moderator: GSTC CEO Randy Durband

Panelists:

- Ms. Heidi van der Watt, Better Tourism Africa and GSTC Board Member
- Mr. Hugh Kim, Gyeonggi Tourism Organization

Panelists



Heidi van der Watt
Better Tourism
Africa, GSTC Board
Member

Heidi van der Watt graduated with a Masters in Town and Regional Planning from the University of Stellenbosch and has worked for South African Tourism (national tourism organization), establishing a new division focusing on destination planning and development. Most recently, she assisted the National Department of Tourism (NDT) to draft South Africa’s national standard for Responsible Tourism. She was instrumental in the development of an associated accreditation for conformity assessment bodies, currently being rolled out by the South African National Accreditation System (SANAS), on behalf of NDT. 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.



Mr. Hugh Kim
Director, Gyeonggi
Tourism
Organization

Hugh KIM currently assumes the position of Director at the Gyeonggi Tourism Organization (GTO). He is responsible for GTO's MICE network and the implementation of GTO's global and regional priorities, with particular emphasis on sustainable tourism issues and international conventions. His expertise includes transboundary conservation, protected area management, resource management, World Heritage, ecotourism, policy development, and multi-stakeholder processes. Hugh KIM has more than 20 years of experience working in various fields of nature conservation, ecotourism, international cooperation and DMZ community-based tourism. His track record includes IUCN Regional Protected Areas Program, Korea Park Service, and Gyeonggi MICE Bureau of GTO. Throughout his career he has worked with numerous national and international organisations of excellence.