

Hosted by  

Organized by 

GLOBAL SUSTAINABLE TOURISM CONFERENCE

DATE • October 5(Wed.) - 8(Sat.), 2016

VENUE • Novotel Ambassador Suwon, Korea



Follow us:

[GSTC Twitter](#)

[GSTC Facebook](#)

[GSTC LinkedIn Group](#)

Conference hashtag: #GSTC2016

Scan this code to join our [mailing list](#)



Sustainable development is an imperative for all sectors, and the United Nations has declared 2017 as the International Year of Sustainable Tourism for Development.

How to best develop sustainably? Do travelers wish to buy sustainable products?

GSTC – the global organization created by the United Nations system and leading global conservation organizations to develop standards for sustainability in travel and tourism – has partnered with hosts Gyeonggi-do Tourism Organization and Suwon City to assemble an all-star group of experts on sustainable tourism to provide leading-edge insights into these important questions.

HOSTS



ORGANIZER



SPONSORS



CARBON NEUTRALITY SPONSOR



MEDIA PARTNERS



SUPPORTERS



SCHEDULE

Wednesday, October 5th

<u>Time</u>	<u>Activity</u>	<u>Location</u>
After-noon	Pre-conference workshops (by invitation only)	Azalea Room
18:30	Reception Welcome Remarks: <ul style="list-style-type: none">• Mayor of Suwon• Mr. Seung-Pyo Hong, President & CEO, Gyeonggi Tourism Organization• Mr. Eung-Su Kim, President, Korea MICE Association• Mr. Luigi Cabrini, Chair, GSTC Board of Directors• Jin-Gwan KIM, Chair, Suwon City Council Dinner (included)	Champagne Room

Thursday, October 6th

<u>Time</u>	<u>Activity</u>	<u>Location</u>
8:00 - 9:00	Registration	
9:00 - 9:40	Opening Ceremony: <ul style="list-style-type: none"> • Mr. Luigi Cabrini, Chair, GSTC • Mayor of Suwon • Governor of Gyeonggi Province • Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO • Ambassdor Young-Sun Kim, Secretary General, ASEAN-Korea Centre • Group Photo 	Champagne Room
9:40 - 10:00	<u>Keynote Speech:</u> "SDGs and Sustainable Tourism" by Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO	Champagne Room
10:00 - 10:30	Mr. Randy Durband, GSTC CEO	Champagne Room
10:30 - 10:45	Refreshment Break and Networking	
10:45 - 11:20	<u>Keynote Speech:</u> "Mainstreaming Sustainable Tourism" by Dr. Xavier Font, Professor, University of Surrey, UK	Champagne Room
11:20 - 12:30	Marketing Sustainable Tourism - Part 1, Mainstream Travel Keynote: Dr. Jane Ashton, Director of Sustainability, TUI Group	Champagne Room

	<p>Moderator: Dr. Xavier Font, Professor, University of Surrey, UK</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO • Mr. Jim Sano, Vice President for Travel, Tourism and Conservation, WWF 	
12:30 - 13:30	Lunch (included) and Networking	
13:30 - 14:45 Track A	<p>Track A: Marketing Sustainable Tourism - Part 2, Niche Travel</p> <p>Moderator: Dr. Xavier Font, Professor, University of Surrey, UK</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Willem Niemeijer, CEO, Yaana Ventures • Mr. Jens Thraenhardt, Executive Director, Mekong Tourism Coordinating Office • Mr. Hyungseok Byeon, CEO, Travelers'MAP 	Champagne Room
13:30 - 14:45 Track B	<p>Track B: Tourism Certification A to Z</p> <p>Moderator: Cathy Parsons, Chair, Accreditation Panel, GSTC</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. André Russ, Vice President Sales, EarthCheck 	Azalea Room

	<ul style="list-style-type: none"> • Mr. Tienen Li, China Standard Conformity Assessment (CSCA) • Mr. Rod Hillman, CEO, Ecotourism Australia • Dr. Mihee Kang, Research Professor, Seoul National University 	
14:45 - 15:00	Refreshment Break and Networking	
15:00 - 16:15	<p>The Intersection of Leisure, MICE, and Local Needs - Trends in Sustainable City Tourism Development</p> <p>Keynote and Moderator: Roger Simons, Regional Sustainability Director, MCI</p> <p>Presenters:</p> <ul style="list-style-type: none"> • Ms. Nichapa Yoswee, Director of MICE Capabilities Development, Thailand Convention & Exhibition Bureau (TCEB) • Mrs. Catharina Cecilie Aas, Project Manager, Wonerful Copenhagen 	Champagne Room
16:15 - 17:25	<p><u>Track A: Sustainable City Tourism: Meeting the Needs of the Modern Traveler - City Planning for Success</u></p> <p>Moderator: Dr. Daekwan Kim, Professor, College of Hotel and Tourism Management, Kyunghee University</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Soon-Sup Shim, Manager, Department of Suncheon Bay Conservation, Suncheon City 	Champagne Room

	<ul style="list-style-type: none"> • Ms. Hannah Jamieson, GM of External Relations, Business Events Sydney • Dr. Ting On Lewis Cheung, Department of Social Sciences, The Hong Kong Institute of Education 	
16:15 - 17:25 Track B	<p><u>Track B: Meetings & Conventions: Designing & Delivering Sustainable MICE Destinations</u></p> <p>Moderator: Mr. Roger Simons, Regional Sustainability Director, MCI</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Noor Ahmad Hamid, Regional Director APAC, ICCA (International Congress and Convention Association) • Ms. Nichapa Yoswee, Director of MICE Capabilities Development, TCEB • Dr. Byeong-Cheol Lee, Professor, College of Tourism Sciences, Kyonggi University 	Azalea Room
17:30 - 18:30	Networking Activity organized by KTO	
18:30	Dinner (not included)	

Friday, October 7th

<u>Time</u>	<u>Activity</u>	<u>Location</u>
9:00 - 10:05 Track A	<p>Track A: Facility Management: Managing & Operating Sustainable MICE venues</p> <p>Moderator: Mr. Darren Morrish, General Manager, InterContinental Seoul</p> <p>Panelists:</p> <ul style="list-style-type: none">• Mrs. Catharina Cecilie Aas, Project Manager, Wonerful Copenhagen• Mr. Heeseung Park, Team Leader, Association of Korea Exhibition Industry• Mr. Phil Chung, Director, Convention Businesses, Corporate development, KINTEX	Champagne Room
9:00 - 10:05 Track B	<p>Track B: Sustainable city tourism: Service Management - human resources, information provision, cityscape</p> <p>Moderator: Dr. Seulki Lee, Professor, College of Hospitality and Tourism, Sejong University</p> <p>Panelists:</p> <ul style="list-style-type: none">• Mr. Byeongtae Kim, Director, Tourism Division, Suwon City• Mr. Steven Cheung, CEO, Infinity (Int'l) Travel Holdings	Azalea Room

	<ul style="list-style-type: none"> Ms. Catherine Germier-Hamel, Founder & CEO, Millennium Destinations, Seoul 	
10:15 - 10:45	Refreshment Break and Networking	
10:45 - 12:15 Track A	<p><u>Track A</u>: Government Policy for Sustainable Tourism</p> <p>Moderator: Dr. Yeonghyeon Hwang, Chair, Asia Pacific Tourism Association</p> <p>Panelists:</p> <ul style="list-style-type: none"> Mr. Muhamad Daud, Head, Culture and Tourism Unit, ASEAN-Korea Centre Mr. Cheng-Kuang Fang, Director, Northeast and Yilan Coast National Scenic Administration, Taiwan Tourism Bureau Dr. Sungtae Lee, Chief Researcher, Korea Culture & Tourism Institute Ms. Kathleen Pessolano, Destination Program Director, GSTC 	Champagne Room
10:45 - 12:15 Track B	<p>Track B: Ecotourism and Community-Based Tourism Development</p> <p>Keynote and moderator: Dr. Mihee Kang, Research Professor, Seoul National University</p>	Azalea Room

	<p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Kazuhiro Arai, Representative Director Daisetsuzan Nature School • Mr. Haksoo Kim, Chair, Korean Ecotourism Destinations Network • Ms. Susan Santos de Cárdenas, President, Society for Sustainable Tourism & Development, Inc. 	
12:15 - 13:30	Lunch (included)	
13:30 - 14:45	<p>Cultural Heritage Tourism</p> <p>Moderator: Prof. Woohee Byeon, President, The Tourism Sciences Society of Korea</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mrs. Lv, Director of Tourism Management Office, Mt. Huangshan Administrative Committee • Mr. Dong Min Han, Director, Suwon Hwaseong Museum • Dr. Jaturong Pokharatsiri, Professor of Architecture, Thammasat University, Thailand and Vice-President of ICOMOS International Cultural Tourism Committee • Ms. Daisy Park, Representative, Samoa Tourism Authority Korea 	Champagne Room

	<ul style="list-style-type: none"> • Mr. Kwi-bae Kim, Director, Korean National Commission for UNESCO 	
14:45 - 15:00	Closing Remarks and Announcements	Champagne Room
15:30	Buses depart for Hwaseong Fortress World Heritage Site and Suwon Cultural Festival	Novotel Entrance
18:30	Closing Ceremony and Dinner <ul style="list-style-type: none"> • Mayor of Suwon • Mr. Luigi Cabrini, Chair, GSTC 	Champagne Room

SPEAKERS (A-Z)

André Russ

Byeong-Cheol Lee

Byeongtae Kim

Catharina Cecilie Aas

Catherine Germier-Hamel

Cathy Parsons

Cheng-Kuang Fang

Dr. Dae-Kwan Kim

Daisy Park

Darren Morrish

Dr. Dirk Glaesser

Dong Min Han

Haksoo Kim

Hannah Jamieson

Heeseung Park

Hyungseok Byeon

Dr. Jane Ashton

Dr. Jaturong Pokharatsiri

Jens Thraenhardt

Jim Sano

Kathleen Pessolano

Kazuhiro Arai

Dr. Mihee Kang

Muhamad Daud Muhamad Arif

Nichapa Yoswee

Noor Ahmad Hamid

Phil Chung

Randy Durband

Rod Hillman

Roger Simons

Scott Walker

Dr. Seulki Lee

Soon-sup Shim

Steven Fui Cheung

Sungatae Lee

Susan Santos Cárdenas

Tienen Li

Dr. Ting On Lewis Cheung

Willem Niemeijer

Woohee Byeon

Dr. Xavier Font

Yeonghyeon Hwang

Yuzhen Lv



André Russ, Vice President Sales, EarthCheck

With more than 20 years' experience in the hospitality industry in both Business Development and Operations, André is responsible for the global sales and adoption of EarthCheck products and services through luxury niche & multi-brand portfolio operations and destinations. André holds a Swiss Hotel Association Advanced Diploma of International Hotel Management, a Diplôme de Culinare from Le Cordon Bleu Paris and a Graduate Certificate in Sustainable Enterprise from Griffith University. He likes to ride motorcycles fast and like you, has a passion for Sustainable Tourism.



Byeong-Cheol Lee, Professor, College of Tourism Sciences, Kyonggi University

Byeong-Cheol Lee is a department head of tourism and event management in the College of Tourism at Kyonggi University, South Korea. Byeong-Cheol earned his Ph.D. in recreation, sports and tourism at University of Illinois at Urbana-Champaign. Byeong-Cheol is interested in application of information theories and ICT (information and communication technologies) to investigation of destination marketing-related problems for tourism and hospitality industry. Byeong-Cheol is currently serving as Editor-in-Chief for Event & convention research. Byeong-Cheol is also serving as an advisory committee of Korea MICE association.



**Byeongtae Kim, Director, Tourism
Division, Suwon City**



Catharina Cecilie Aas, Project Manager – Convention Wonderful Copenhagen

Started to work in the tourism industry in 2009 during studies. With a Bachelor of Science (BSc), and Master of Social Sciences in Economics and Business Administration from University the full time employment started with guidance and advice to meeting planners in the M&I industry together with corporate sales, fam-trips and site inspections at Wonderful Copenhagen Convention Bureau. Experience with sales on international level and as representative at sales platforms an interest within the field of sustainable business tourism evolved naturally.

Now bidding for international association congresses primarily in the field of sustainability, education, commerce, industry, food and culture. Also working with local industry partners and motivate local hosts within the academic world to attract congresses to Copenhagen.



Catherine Germier-Hamel, Founder & CEO, Millennium Destinations, Seoul

For over 20 years, Catherine Germier-Hamel has gained international experience in marketing, communications, sustainable development, and capacity-building in various sectors such as tourism, hospitality, environment, water and power utilities, etc. With a growing commitment to global issues and sustainable development, she has undertaken several assignments, either as Consultant or Project Director, within the framework of international cooperation and technical assistance projects, mostly in developing countries. In 2005, she moved from France to South Korea where she dedicated her career to tourism and hospitality, in particular as F&B Marketing Manager of a Novotel hotel, Director of international programs of the UNWTO ST-EP Foundation, and then Founder & CEO of Millennium Destinations, a boutique consulting firm and global network of experts in sustainable tourism development and promotion.



Cathy Parsons, Chair, Accreditation Panel, GSTC

Cathy has been involved with promoting sustainable tourism since 1994 when she managed the Australian Government's environmental tourism programs and assisted in the development of the first ecotourism certification program in the world.

During the period 2001 to 2006, Cathy was the Executive Director and then CEO of the global tourism certification program, Green Globe. She was responsible for all aspects of delivering the program to tourism operations in over 50 countries with the objective of achieving a more sustainable tourism industry.

Since 2001 Cathy has been actively involved in the evolution to the present of the Global Sustainable Tourism Council. She has served as the Chair of the Accreditation Panel for the past 6 years.



**Cheng-Kuang Fang, Director,
Northeast and Yilan Coast National
Scenic Administration, Taiwan
Tourism Bureau**

Fang, Cheng-Kuang is the director of the Northeast and Yilan Coast National Scenic Area Administration, from Taiwan Tourism Bureau. Having worked for over 25 years at tourism sectors in government, Mr. Fang has many experiences in destination management and government policy. Based on “4S core values” (safety, sustainability, service, style), Northeast and Yilan Coast has been created as an famous tourist attraction under his governance. Due to the effective combined sustainable development of the local environment, economy and society, Old Caoling Loop Line Bicycle path at Northeast and Yilan Coast was nominated by the World Travel and Tourism Council for Destination Award in 2015, also the top 10 Taiwan classic biking routes voting by tourists.

方正光先生任職於東北角暨宜蘭海岸國家風景區管理處處長，臺灣交通部觀光局。由於超過 25 年在政府旅遊部門工作的豐富經歷，方先生在目的地管理和政府政策上擁有許多經驗。基於“4S 的核心價值”（安全，永續，服務，品味），東北角暨宜蘭海岸在他的管理之下成為著名的旅遊景點。由於能夠有效地永續發展當地的環境，經濟和社會，在東北角暨宜蘭海岸風景區的舊草嶺環狀線自行車道於 2015 年入圍 WTTC 永續目的地獎，同時也是全臺灣遊客票選出前 10 名經典的自行車路線之一。



**Dr. Dae-Kwan Kim, Professor,
College of Hotel and Tourism
Management, Kyunghee University**

For more than 20 years, Dr. Dae-Kwan Kim has been a leading consultant in tourism/MICE industry and tourism/MICE policy formulation in Korea and in Asia and Pacific region. He has also played an important role in introducing MICE (Meeting, Incentive Tour, Convention, and Exhibition) concept for first time in Korea since early 2000s.

Dr. Kim is currently a professor of the Department of Convention Management, Kyung Hee University, Republic of Korea.

Dr. Kim has been an active contributor in tourism/MICE industry and tourism/MICE policy through writing, public speaking, government committees, and several industrial associations involvement. His educational backgrounds cover from Forest Resources and Recreation Economics (Seoul National University, Republic of Korea) and Leisure & Tourism Economics and Policy (Michigan State University, USA). He published more than 100 books, academic journal articles, and reports on tourism and MICE. For his service and contribution to the Korean tourism/MICE industry and policy formulation, and tourism/MICE science, Dr. Kim was awarded Official Commendations by Minister of Culture, Sports and Tourism, by Prime Minister, and by the President of the Republic of Korea.



Daisy Park, Regional Director, Samoa Tourism Authority

Daisy (Jae-A) Park has been representing Samoa Tourism Authority for 5 years and has been regional director for Tourism Fiji for 13 years since 2003 when her 26-year-old, the youngest CEO of Korean tourism industry. And she is the cooperative representative and advisor for South Pacific Tourism Organizations (SPTO) that represents tourism sector for 18 Government members are American Samoa, Cook, Fiji, French Polynesia, Kiribati, Nauru, Marshall Islands, New Caledonia, Niue, Papua New Guinea, Samoa, Solomon, Tonga, Tuvalu, Vanuatu, etc. As a professional island marketer, she has worked with government of Mauritius, Tahiti, Tasmania, Indonesia. She has studied at Seoul National University Graduate School of International Studies, majored in European Studies and graduated Ewha Womans University majored in Sociology.



Darren Morrish, General Manager, InterContinental Seoul

Darren has been in hotel managerial positions in Asia Pacific since 1994.

Fond of Seoul and its people, in 2011 he became the Hotel Manager of InterContinental Hotel Seoul COEX. Since 2012 he serves as the General Manager of Grand InterContinental Seoul Parnas and InterContinental Seoul, COEX.



**Dr. Dirk Glaesser, Director,
Sustainable Development of Tourism,
UNWTO**

Dirk Glaesser is Director for Sustainable Development of Tourism Department at the World Tourism Organization (UNWTO).

The department deals with the different challenges and opportunities of tourism development, among them environment and planning, investment and finance, risk and crisis management.

Dr. Glaesser is a banker by profession. He obtained his Ph.D. from the University of Lüneburg, Germany and won the ITB scientific award for his work on Crisis Management. He is the author of a number of publications which have been widely translated.

Dr. Glaesser is married and has two children.



**Dong Min, Han Director, Suwon
Hwaseong Museum**



**Haksoo Kim, Chair, Korean
Ecotourism Destinations Network**



Hannah Jamieson, General Manager External Relations, Business Events Sydney

Hannah joined Business Events Sydney (BESydney) in 2011 and brings over 20 years' experience in communications and stakeholder relationship management across both the private and public sectors.

Working with government, corporate, educational and scientific leaders, Hannah and her team promote Sydney and New South Wales (NSW) as business event destinations and compete to secure these events to bring the world's best and brightest to the state to work, play and connect.

Hannah's is focused on driving deeper engagement with business and government, and broader collaboration across BESydney's global network that spans Europe, Asia and America. She oversees communications that raise awareness of the benefits of a strong business event program – they strengthen Sydney's standing as a global city, creating opportunities to profile expertise, share knowledge, and drive innovation – and recently led the development of BESydney's Sydney Shines branding.

She is fluent in French and having travelled and lived abroad, and has a strong understanding of global cities and their strategies to succeed as destinations for business and pleasure.



Heeseung Park, Team Leader, Association of Korea Exhibition Industry

Hee-seung Park has been working in the exhibition support team since joining the Association of Korea Exhibition Industry(AKEI) in 2007. His main job is supporting to make master plans for Korea exhibition industry.

He is currently a member of committee for developing Seoul international business complex around Jamsil Sports area. He delivered several lectures on the subject of an introduction of exhibition industry at Seoul National University of Science and Technology, Gachon University, Mokwon University and other universities.

Recently, He is increasing his range of interest on exhibition and convention industry at Graduate School of hotel & tourism, Kyung Hee University.



**Hyungseok Byeon CEO,
Travelers' MAP**



Dr. Jane Ashton, Director of Sustainability, TUI Group

Jane Ashton is the Director of Sustainability of TUI Group, the world's number one integrated tourism group created from the merger between TUI AG and TUI Travel PLC (December 2014). In this role Ashton heads up the development of policy and strategies to steer TUI Group towards becoming a more sustainable business. She also works with NGOs, industry peers, government and international bodies to help develop strategies for sustainable tourism. Since 2001 she has pioneered sustainable tourism, first at First Choice Holidays, with her remit broadening early in 2008 to become Head of Sustainable Development of TUI Travel PLC and then Director of Group Sustainable Development in March 2011. Jane has a degree from Bristol University, and a Post-Graduate Diploma in Sustainable Business from Cambridge University Program for Industry.



Dr. Jaturong Pokharatsiri, Professor of Architecture, Thammasat University, Thailand and Vice-President of ICOMOS International Cultural Tourism Committee

Dr. Jaturong Pokharatsiri is a lecturer in architecture, urban design and planning at the Faculty of Architecture and Planning, Thammasat University, Thailand. He received his Ph.D. from the School of Architecture, Oxford Brookes University, UK. Most of his previous research projects focused on the tourism gentrification and assessment of value in heritage places of Thailand and Southeast Asia, including World Heritage sites of Luang Prabang, Hoi An and Sukhothai, using urban planning methods and place identity processes. He has been an expert member of the Scientific Committee of Cultural Tourism of the International Council on Monuments and Sites (ICOMOS-ICTC) since 2008 and appointed as ICTC's Vice President since 2014, aiming to fulfill ICOMOS's obligation to provide academic consultancy on cultural heritage worldwide.



Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office

Jens Thraenhart was appointed by the tourism ministries of Thailand, Vietnam, Cambodia, Laos, Myanmar, and China (Yunnan and Guianxi) to head the Mekong Tourism Coordinating Office (MTCO) as its Executive Director. The Mekong Tourism Coordinating Office (MTCO) is an inter-governmental body to promote the Mekong region as a single tourism destination, and foster responsible tourism development in the Greater Mekong Subregion. Jens Thraenhart is founder & president of Digital Innovation Asia (DIA). In 2009, he co-founded China Travel Trends, as well as award-winning China digital marketing and social media agency Dragon Trail, and has led marketing and Internet strategy teams with the Canadian Tourism Commission and Fairmont Hotels & Resorts. He has consulted for many global companies. Educated at Cornell University with a Masters of Management in Hospitality, Mr. Thraenhart was recognized as one of the travel industry's top 100 rising stars by Travel Agent Magazine in 2003, was listed as one of HSMIAI's 25 Most Extraordinary Sales and Marketing Minds in Hospitality and Travel in 2004 and 2005, and named as one of the Top 20 Extraordinary Minds in European Travel and Hospitality in 2014. A UNWTO Affiliate Member, and past Chair of PATA China, he founded the Annual China Responsible Tourism Forum & Awards in 2011.



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

Jim serves as the senior advisor on sustainable tourism programs and develops new initiatives to engage our most committed supporters.

Jim was formerly President of Geographic Expeditions, a San Francisco-based adventure travel company that offers educational travel, location management, and sustainable travel consulting services.

Prior to joining Geographic Expeditions, Jim served as a ranger and special assistant to the Superintendent at Yosemite National Park in California.

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 ground-breaking expeditions in Asia and Latin America.



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. Before law school, Kathleen helped the Center for International Private Enterprise advance private sector development in Latin America & the Caribbean.



Kazuhiro Arai, Representative Director, Daisetsuzan Nature School

Following a degree in national park management from Lincoln University New Zealand, and a master's degree in tourism from Hokkaido University in Japan, Kazuhiro (Kazu) became the Representative Director of Daisetsuzan Nature School in 2001. The school is based in Daisetsuzan National Park in Japan and provides eco tours, environmental education, and nature conservation programmes with the concept of "conservation by users". Kazu tries to create a system of "wise use" with the local community towards a sustainable management.

Kazu is also a director of Ecotourism Japan, and works as a Japanese GSTC project member and a GSTC trainer to introduce GSTC criteria in Japan, as well as a director of WIN AINU (World Indigenous Network- AINU) which encourages AINU culture to be handed down for the future generation.



Dr. Mihee Kang, Research Professor, Seoul National University

Dr. Mihee Kang is a research professor at Seoul National University, researching topics related to protected areas management and sustainable tourism. She has actively participated in numerous ecotourism and protected area projects in Korea and abroad since she got her Ph.D. degree at Seoul National University in 1999. Recently she co-founded Playforest, a cooperative of sustainable travel businesses designed to benefit local communities and local activists dedicated to the conservation of their forests and to provide genuine community-based natural tourism experiences to the visitors.

Since 2002 she has worked on introducing and developing the Korean ecotourism certification program. She was in charge of developing the Korean criteria and has been taking the lead at implementing the certification program. She has also been leading the revision of the different set of ecotourism criteria based on GSTC criteria and have led the development of the Korean Sustainable City Tourism Standard which got GSTC-recognition this August.



Muhamad Daud Muhammad Arif, Head, Culture and Tourism Unit, ASEAN- Korea Centre

Muhamad Daud join the ASEAN-Korea Centre, as the Head of Tourism and Culture Unit, after dealing with tourism policies in Malaysia for many years. His experience includes being the Director of Industry Development Division, Ministry of Tourism and Culture, Malaysia from 2011 to 2015; Special Officer to the Hon. Minister of Tourism, Malaysia, in charge of parliamentary issues from 2010 to 2011; Senior Principal Assistant Secretary, Tourism Services Division, Ministry of Tourism Malaysia from 2009 to 2010; Senior Private Secretary to the Hon. Minister of Tourism Malaysia from 2008 to 2009; Principal Assistant Director, Strategic Planning Division, Ministry of International Trade and Industry in 2008; Assistant Director, APEC Affairs Division, Ministry of International Trade and Industry from 1998 to 2004.

In 2012, he received the UNWTO Ulysses Award for Innovation in Public Policy and Governance for the Malaysia Homestay Experience Programme.



Nichapa Yoswee, Director, MICE Capabilities Development, Thailand Convention & Exhibition Bureau

A visionary professional on MICE and international trade, Nichapa has 28 years of experiences in Meetings, Exhibitions and Events industry. She was a former Managing Director of Reed Exhibitions Thailand and Vietnam. Now working as Director of Thailand Convention & Exhibition Bureau and in charge of National Capabilities Development in MICE industry in Thailand.

She has initiated key policies, frameworks, strategies and support programs/campaigns to drive Thailand towards a preferred sustainable destination for SEA. She established Thailand MICE's Academy and has groomed local operators through international professional certification programs, international standards (ISO), sustainability practices and more.

In addition to her capacity as Director of TCEB, she also is the Chairman of National MICE Course Board, President of MICE Vocational Manpower Development Subcommittee, Ministry of Education of Thailand, Committee of Green Leaf Foundation, and also sits in as commissioner, advisor and/or committee in various international organizations.



Noor Ahmad Hamid, Regional Director Asia Pacific, ICCA

Noor has been the Regional Director Asia Pacific of ICCA since 2009. Prior to joining ICCA, he began his career in tourism marketing with the national tourist authority - Tourism Malaysia where he has handled and overseen the international & domestic tourism promotion, media hospitality, meeting & incentive projects and event organising. In 1989, he was posted to Los Angeles and high-jumped to the meetings & incentive side for 5 years when the sales responsibility was incorporated into his portfolio. After 16 years with Tourism Malaysia, he joined the business sector in event management, sponsorship and innovative tourism projects.

Under Noor's leadership, ICCA Asia Pacific Office has seen a major expansion in terms of size with the establishment of a Global Research Centre, and it paved the way for more comprehensive research projects undertaken by Kuala Lumpur-based research team for the benefit of members and the association community.

Noor provides training workshops and leads educational seminars in bidding & marketing. He also sits on the Founding Advisory Board and serves as Ambassador for the ASAE Great Ideas in Association Management Conference Asia Pacific. His aim is to help grow the international meetings industry in the Asia Pacific region.



**Phil Chung, Director, Convention
Businesses, Corporate development,
KINTEX**

Phil Chung is the Director of Convention Marketing, Global Business Development, KINTEX (Korea International Exhibition Center) since 2004, with years of sales and marketing experience in Korea and in USA.

Phil has an M.A. in Tourism & Convention Management from Kyunghee University.

In 2012 Phil received the Ministerial Award from the Ministry of Knowledge Economy of Korea.



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. He has held several board positions and committee memberships in travel and tourism organizations, and is a frequent speaker on sustainable tourism issues.



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 holding CEO, Park Manager and General Manager Roles in Western Australia, Queensland, ACT, UK, Kenya and Papua New Guinea. 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, Green List of Protected Areas reference group member, Australia's National Landscapes Administrator, previous Mentor for the Kokoda Track Foundation young leaders and a member of the Australian Institute of Company Directors.



Roger Simons, Regional Sustainability Director, MCI

An honours graduate in Tourism Management from the University of Wales, UK, Roger Simons is the Regional Sustainability Director at MCI, the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the business tourism, meetings & events, industry.

Roger is President of the Green Meeting Industry Council (GMIC) with over 14 years' experience in designing and delivering winning sustainability strategies and organising sustainable events, Roger is recognised internationally as a thought leader on sustainability issues.

As the Asia-Pacific Regional Sustainability Director for MCI, Roger tailors comprehensive sustainability consultancy services to each client's individual challenges, helping turn their sustainability commitments into action, drive business results and create immense value for their employees, customers and the communities in which they serve. He also supports MCI's own ambitious sustainability programme in the company's rapidly expanding 60 offices in 32 countries.

Connect with Roger on Twitter [@rog_simons](https://twitter.com/rog_simons), on [LinkedIn](#) or email roger.simons@mci-group.com



Scott Walker, Korea Country Manager, Tourism Australia

Scott Walker is the Korea Country Manager for Tourism Australia. Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. Its mission is to make Australia the most desirable destination on earth.

During his time in Korea, Scott has worked in the Australian Embassy in Seoul with Australian Education International and The Australian Trade Commission as well as the Country Manager with Blackmores Korea prior to his current role. He completed his MA as a Korean Government Scholarship student at Yonsei University in 2010 and takes an active role in supporting local community and volunteer groups including as the Vice Chair of the Australian Chamber of Commerce in Korea as well as an Asia Literacy Ambassador Speaker's Bureau with the Asia Education Foundation.



Dr. Seulki Lee, Professor, College of Hospitality and Tourism, Sejong University

Seul Ki Lee is Associate Professor and Professor-in-Charge of Global Programs in the College of Hospitality and Tourism Management at Sejong University, Republic of Korea. Before joining Sejong University, Seul Ki received his Doctor of Philosophy at Purdue University and had held academic appointment at Temple University, Philadelphia, PA. His research focuses on location and spatial analysis of hospitality and tourism firms and has been published in peer-reviewed international journals including *Tourism Management*, *Journal of Travel Research*, *International Journal of Hospitality Management*, *Journal of Hospitality & Tourism Research*, *Cornell Hospitality Quarterly*, *International Journal of Contemporary Hospitality Management*, *Current Issues in Tourism*, and *Tourism Economics*.



**Soon-sup Shim, Manager,
Department of Suncheon Bay
Conservation, Suncheon City**



Steven Fui Cheung, CEO & Vice-President, Infinity Travel Group

Steven, Mr. Fui Cheung is currently appointed as the Vice-president and CEO of Infinity Travel Group which is a receptive tour company mainly focus and promotes Thematic Travel Packages with its global operation stations in Hong Kong, Taiwan, Mainland China, Canada and United States. Mr. Cheung is also the Founder of Hong Kong Ecotourism & Travels Professional Training Centre and The Globe Ecotourism Training Centre. He has been actively participated in sustainable tourism industry since 2004. Mr. Cheung is also the Chief Development Consultant for HKTraveler.com Ltd and Eco-Travel Ltd since 2005 till present. He has been focusing in building and implementing sustainable tourism practices throughout its affiliated operations, sustainable tourism training services and quality assurance management in past 12 years.



**Sungatae Lee, Chief Researcher,
Korea Culture & Tourism Institute**



**Susan Santos Cárdenas, President,
Society for Sustainable Tourism &
Development, Inc.**

Susan Santos Cárdenas specializes on sustainable tourism development and stewardship initiatives with Community Social Responsibility (CSR) at grassroots application. A savvy tourism professional and hotelier with more than 20 years' experience managing sales, marketing, operations, events - M.I.C.E. and human resources development for start-ups and luxury hotel resorts, tour operators, travel agencies, lifestyle events and publications, in the Philippines, Singapore, Peru and Japan.

She had been a keynote speaker & resource person in capacity building and training workshops for sustainable tourism development to include Ecotourism, Community-based & Agri-tourism promotion. She was a consultant and adviser for Local Government Units (LGUs) in the Philippines for grassroots communities with focus on organic farm tourism, environmental conservation, climate change mitigation, disaster preparedness, management and recovery. She is CEO and President of Society for Sustainable Tourism & Development Inc. (SSTDI) and founding board member of the Asian Ecotourism Network.



Tienen Li, General Manager, China Standard Conformity Assessment (CSCA)

An expert in standardization and quality control, Mr. Li began his career as an engineer at the China National Institute of Standardization (CNIS). Since then, he served as the General Manager of China Standard Certification Center (CSC) (former China Certification Center for Energy Conservation Products) for 12 years, from 1998 to 2010, and as the General Manager of China Standard Conformity Assessment Co. Ltd (Former China Quality Mark Certification Group Product Certification Co. Ltd) since 2010.

Mr. Li also served as the director of ELI Quality Certification Institute since 2005, and as the director of Center for Industrial Energy Efficiency (CIEE) China since 2010.

Mr. Li has a Doctor Degree of Environmental Economics and Environmental Management from the Research Center for Eco-environmental Sciences, The Chinese Academy of Sciences, Beijing.



Dr. Ting On Lewis Cheung, Assistant Professor, Department of Social Sciences, The Hong Kong Institute of Education

Dr. Cheung Ting On Lewis is an Assistant Professor in the Department of Social Science (HKIEd). He has obtained his PhD from the Geography Department of the University of Hong Kong and was a Lecturer in the Department before joining HKIEd. Dr. Cheung specializes in ecotourism, protected areas management and environmental education. His research articles have been published in the top international journals. Dr. Cheung has been appointed as an Expert Advisor for the Ecotourism Project of Development Bureau, HKSAR. He is now a key member of the consultant team for the sustainable tourism development project of the Wolong National Nature Reserve.



Willem Niemeijer, CEO, Yaana Ventures

Willem boarded his first flight ever and made his way to Jakarta. It was love at first sight for Asia. A job at NBBS Reizen, a student travel organization specialized in airline and train tickets, was the first introduction to the travel industry: the connection was made between making a living and pursuing his passion for travel.

The move to Asia came when being offered a job at NBBS's travel partner in Thailand in 1987, its successful "Visit Thailand Year". Willem has not looked back since. The early 90's was an era of pivotal changes for the region and the opening of opportunities. The US lifted its Vietnam trade embargo. 1993 was the year of the UN-led elections in Cambodia and Laos was slowly opening its doors to tourists. Willem founded Khiri Travel at the end of 1993 with the vision of a one-stop travel company for Thailand and "Indochina". With the moral and financial backing of friends, the company moved from a humble non-air-conditioned shophouse in Pratunam to a hotel room in Banglumpoo.

Today Willem is the engine behind the Khiri Group, with 17 offices spread over Thailand, Myanmar, Cambodia, Vietnam, Laos, Indonesia, Sri Lanka, the Maldives and the USA.

Willem speaks Dutch, English and Thai.



**Woohee Byeon, President, The
Tourism Sciences Society of Korea**



Dr. Xavier Font, Professor, University of Surrey, UK

Dr. Xavier Font is professor of sustainability marketing at the University of Surrey. He develops methods of sustainable tourism production and consumption for the tourism and hospitality industries. He has conducted around 100 courses for more than 1500 businesses on how to market and communicate sustainability, see www.travindy.com. He is the most published academic in the world in sustainable tourism certification, having consulted on this subject for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others.



**Yeonghyeon Hwang, Chair, Asia
Pacific Tourism Association**



Yuzhen Lv, Vice-Director of Tourism Management Office, Mt. Huangshan Administrative Committee (HSAC)

Yuzhen Lv is from from Huangshan, Anhui Province, China. She has been working in Huangshan Scenic Area for more than 20 years - at hotel, government secretariat, social comprehensive management departments, economic and development bureau, respectively - and is currently the Vice-director of Tourism Management Office, HSAC (Huangshan Scenic Area Administrative Committee). Mrs. Lv is a member of the Communist Party of China (CPC) since August 2000, after 12 years of work. Mrs. Lv graduated from the Anhui Normal University with a major in foreign language literature and has an in-service postgraduate education.

Hosted by   

Organized by  경기관광공사
GYEONGGI TOURISM ORGANIZATION

GLOBAL SUSTAINABLE TOURISM CONFERENCE

DATE • October 5(Wed.) - 8(Sat.), 2016

VENUE • Novotel Ambassador Suwon, Korea



Follow us:

[GSTC Twitter](#)

[GSTC Facebook](#)

[GSTC LinkedIn Group](#)

Conference hashtag: #GSTC2016

Scan this code to join our [mailing list](#)

