



Bios of Moderators and Speakers

INTERNATIONAL SYMPOSIUM, 7 DECEMBER 2017 Cresta Mowana Safari Resort & Spa, Kasane, Botswana

Panel 1: Tourism and Conservation planning: Better data for better management

Dirk Glaesser, Director, Sustainable Development of Tourism, UNWTO (Moderator)

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 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.

• Paula Hidalgo-Sanchis, Manager, UN Global Pulse Kampala (Moderator)

Dr. Paula Hidalgo-Sanchis works as Manager at Pulse Lab Kampala (a Lab of the UN Global Pulse network). She has worked for over 17 years as a humanitarian and development practitioner with extensive field experience working in more than 20 countries. Before joining UN Global Pulse over 3 years ago, she worked for the UN as Manager of Innovations and Analyst in the Easter Caribbean, the Democratic Republic of North Korea, Afghanistan and Central America. Before joining the UN, she worked as Programme and Operations Manager with a Private Foundation.



She holds a PhD in Geography and is the author of an awarded thesis entitled "Vulnerability analysis and international assistance". An expert on spatial analysis, she is passionate about incorporating GIS and Big Data into sustainable development planning.





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 Anne Hardy, Director, Tourism Research and Education Network (TRENd), University of Tasmania (Speaker)

Dr. Anne Hardy is Senior Lecturer in the Tasmanian School of Business and Economics and the Director of the Tourism Research and Education Network (TRENd) at the University of Tasmania. Anne grew up in Tasmania, Australia, before moving to Queensland Australia to do her Phd and then to the University of Northern British Columbia, where she worked in the Outdoor Recreation and Tourism Management Program. In 2007 she returned to the University of Tasmania where she is currently employed.



Anne's approach to research is underpinned by her strong desire to extend knowledge in a two way direction between the broader tourism

industry and academia. She has publisjed widely in international journals, books and is regularly invited to share her research with peak tourism bodies throughout Australia. Currently, she is involved in a number of large projects that seek to achieve this goal. The first is her research into neo-tribal marketing, that explores tourists' behaviour and the sense of community they often built while travelling. This will be published in a book to be released in February 2018. She is also working on a project that seeks to understand the behaviour of Airbnb hosts and the positive and negative impacts that this phenomena is having upon communities in Australia; this will be published in the form of three book chapters in December 2017.

Anne's third and largest research stream is Tourism Tracer. Anne leads this project that uses an app with integrated GPS tracking and survey technology to track the movements of visitors throughout destinations. Its innovative design has received much attention as it the largest project of its type both spatially and temporally, to track tourists through entire destinations.

• Simon Hughes, Managing Director, Hatfield Consultants Africa (Speaker)

Mr. Hughes is the Managing Director of Hatfield Consultants Africa (Gaborone, Botswana), with 19 years of experience in southern and central Africa and Canada. Mr. Hughes holds a BSc (Honours) in Environmental Science from the University of Stirling in Scotland, and a MSc. (cum laude) in GIS: Environmental Geography from the University of Stellenbosch, South Africa. He has operational geomatics, knowledge management and environmental project experience working in subarctic, temperate, tropical, sub-tropical, and semi-arid environments, and a variety of institutional and commercial settings for private sector, transboundary, government and development partners and clients.



Further to his technical skills, Mr. Hughes has significant project management and administration experience.





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Mr. Hughes was recently the project manager and lead technical specialist on two tourism development projects for the Botswana Tourism Organisation (BTO); the development of the Tourism Master Plan for Letsibogo Dam, and the development of the Shashe Dam Tourism Plan. These multi-disciplinary projects developed and planned the tourism facilities and supporting infrastructure for the land around two large water supply reservoirs in Botswana, supported by detailed scoping and Strategic Environmental Assessments. Recently, Mr. Hughes has taken part in three World Bank Pilot Project for Climate Resilience (PPCR) missions on behalf of the European Space Agency, to Uganda, Malawi and Rwanda, assessing the potential for the application of Earth Observation satellite data to support climate resilience investment projects.

 José Javier Ramasco, Distinguished Researcher, Institute for Cross-Disciplinary Physics and Complex Systems, Spanish National Research Council and University of the Balearic Islands (Speaker)

José Javier Ramasco is Distinguished Researcher at the Spanish National Research Council CSIC. He obtained the PhD in Physics at the University of Cantabria, Santander, Spain in 2002, then held two postdoctoral positions of two years each at the University of Oporto (Portugal) and Emory University, Atlanta, USA. Afterwards, he worked as staff researcher at the ISI Foundation in Turin, Italy, for four years, and then moved to IFISC in Palma de Mallorca, his present institution. He has authored more than 75 scientific publications cited over 5000 times (h index = 31) in the areas of Statistical Physics, Computer Science,



Epidemiology and Applied Mathematics. His interests lie in the area of complexity, in particular in networks and their application to socio-technical systems including the characterization of human mobility and urban systems. He has acted PI in four EU projects on these topics compressing EUNOIA (mobility in cities), INSIGHT (land use), TREE (air transport performance) and BigData4ATM (big data and air transport).





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Sergio Estella, Founder & Chief Design Officer, Vizzuality (Speaker)

Sergio Estella co-founded Vizzuality, a mission-driven data visualization firm with international impact in projects directly related with Sustainability, Environment, Biodiversity and Human rights. With offices in Madrid, Cambridge, Washington D.C. and Porto, Vizzuality has worked with UN agencies and organizations across the world such as the World Resources Institute, The World Bank, NASA, Oceana, and Google.

As Chief Design and Research Officer at Vizzuality, Sergio's workflows through data visualization, information design, and user

interface design, with a special focus on user-centered design in order to create tools that help people to make better decisions. With over 20 years of experience, Sergio has developed interests in interactive user experiences, information design, and brand development.

<u>Panel 2: Circularity in tourism value chains: Supporting the Paris Agreement through a low</u> carbon transition

 Bruno Fareniaux, General Advisor, Ministry of Ecological and Inclusive Transition of France (Moderator)

After obtaining two masters' degrees in "land use planning" and "business' finance and administration", Bruno FARENIAUX spent most of his professional life working in different areas of tourism industry.

He starts his career as travel agent, but joins very rapidly public sector, where he assumes several responsibilities in planning, development and promotion of tourism activities, projects and policies.



He serves as director of "tourism, environment and land use planning" and manages Tourism Comity within the French region Nord Pas de Calais. He joins afterwards the Cabinet of Minister of Tourism (Minister Michelle DEMESSINE, JOSPIN Government) as adviser and later as director. In July 2000, President of the French Republic appoints him as head of Tourism Administration; he assumes this responsibility until 2006. In January 2006 he is appointed General Advisor in charge of land use planning, development and tourism within Ministry of Sustainable Development. From 2008 to 2014 he is Director of Cabinet of Urban Community of Bordeaux. In 2014 he is appointed General Advisor in charge of land planning, development and tourism within Ministry of Environment. He is author of several reports on land planning and sustainable development of territories.

Bruno FARENIAUX served as Head of mission within the frame of several programmes of international cooperation on tourism (in Africa, Middle-East, South-East Asia and Europe). He was





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representing France (permanent representation) within UNWTO and served as Vice-President of the Executive Comity of the Organization from 2000 to 2006.

• Nicolas Perin, Programme Manager, International Tourism Partnership (Moderator)

Nicolas Perin has worked on corporate social responsibility since 2009, advising companies and policy makers. On graduating a Masters at Paris Dauphine University in Law and sustainable development he joined Unisfera, aiding the implementation of Rio Conventions with UN agencies, then focused on low carbon and responsible business strategies for the private sector as a national coordinator for the French association of carbon consultants (APCC), and head of CSR department for a sustainability consultancy (A2DM). Nicolas is ITP's Programme Manager since January 2016, working with leading hotel groups on 4 key sustainability areas: Climate change, water stewardship, youth employment and human rights.



 Lisette Marie Gil Munoz, Tourism and Value Chains Specialist, Owners Association of Hotels Condos Playa Dorada, Dominican Republic (Speaker)

She has been working in the Dominican tourism sector for the last 30 years. Her extensive experience in the private sector includes working with hotel chains, community based initiatives, and associations. She was the Executive Director of the Romana-Bayahibe Hotel Association for seven years implementing different sustainable initiatives in this destination: some examples include 100% hotel Green Globe Certified or the first Blue Flag Beach in America.



Her commitment to sustainable tourism dates from early 2000s, when the concept was introduced in DR. She has also worked in the public sector as the Executive director of the DR Tourism Board in Canada.

She lead several sustainable tourism projects in DR financed by International Organizations (USAID; JICA; UN Economic Commission for Latin America, IDB).

Currently, she is the leading Tourism Specialist in the "Transforming Tourism Value Chains in Developing Countries and Small Developing Island States (SIDS) To Accelerate More Resilient, Resource Efficient, Low Carbon Emissions Development" project in Dominican Republic. She also leads a Community Based Project promoted by the Ministry of Tourism.





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 Bonte Edwards, Associate, Environmental Management and Sustainability, JG Afrika (Speaker)

After completing a BSc (Hons) in Biochemistry at the University of Stellenbosch, a MSc (Env Biotech) was undertaken at Rhodes University. This included courses in Environmental Impact Assessment, Environmental Management Systems, Environmental Law, Environmental Education and the Principles of Bioremediation.

Initially experience was gained working for a small consulting firm, Nature and Business Alliance and then a waste removal company, WasteCare, after which she joined Table Mountain Aerial Cableway Co Ltd (Pty) where the implementation of an ISO 14001 Environmental Management System was the main focus. This included undertaking waste



minimization strategies, recycling programmes and environmental management plans for various projects. In 2006, she joined Planning in Balance, on a part-time basis, to gain experience in the writing and implementation of Construction and Operational Environmental Management Plans, conducting and reporting on site audits and basic assessments.

Bonté joined JG Afrika (Pty) Ltd in 2009 and is currently an Associate. Her focus lies in waste management, sustainability and business greening and she has worked on a variety of projects in these fields. She has also played an integral part in the development of the EcoStandard Product Assessment Tool and is a member of the management committee.

Vincent Benezech, Transport Analyst, International Transport Forum, OECD (Speaker)

Vincent Benezech is a senior policy analyst at the International Transport Forum, an inter-governmental organisation attached to the Organisation for Economic Co-operation and Development. His main responsibilities cover the production of long-term scenarios for transport and the analysis of transport and climate policies. In particular, he coordinates the work around the ITF Transport Outlook publication and manages the the Decarbonising Transport project.



He previously worked as an economist for Réseau Ferré de France, the French railway infrastructure manager. He holds a PhD from the Ecole des Ponts ParisTech, France, where he still teaches, and a Master's Degree from the University of Oxford, UK. He is an alumnus from the Ecole Normale Supérieure, Paris, where he graduated in mathematics.





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• Guy Bigwood, Director, Global Destination Sustainability Index (Speaker)

An inspirational futurist, strategist and event architect, Guy leads MCI Sustainability Services, a global consulting practice focused on helping destinations, corporations and associations define, launch and accelerate sustainability initiatives, platforms and events.

His advises organisations on how to effectively leverage social and environmental issues to enhance organisational performance, drive sustainable growth, energise communities and leave long-term societal



impact. He has trained over 35,000 people, been recognised with 21 sustainability awards, and has positioned MCI to be the organiser and consultant of over 850 events about sustainable development, Smart Cities and Energy.

Connect with Guy on Twitter @guybigwood or <u>guy.bigwood@mci-group.com</u>. More information about guy's work on <u>www.mcisustainability.com</u> or his blog <u>www.lessconversationmoreaction.com</u>

<u>Panel 3: Financing innovation in tourism: Promoting conservation, competitiveness, sustainability and inclusion</u>

Muyeye Chambwera, Technical Specialist, Sustainable Development, UNDP (Moderator)

Dr Muyeye Chambwera is a Zimbabwean national who has built his career around sustainable development, with an applied economics specializations. He current is an international technical advisor for UNDP in Botswana, with a focus on Sustainable Development. He has facilitated and supported the integration of Sustainable Development into national and sub-national development planning, and is also working with the private sector (financial services sector) to take up sustainable development and the SDGs. He is very active and



instrumental in Botswana's domestication of the SDGs, including the formulation of its SDG Roadmap and Communications Strategy.

Before joining UNDP five year ago, Dr Chambwera worked in the UK for the International Institute for Environment and Development (IIED), where he led the Economics of Climate Change theme and various innovative initiatives for climate change adaptation in addition to coordinating multi-country projects in Africa and Asia. During this time, he was also a Coordinating Lead Author for the 5th Assessment Report of the Intergovernmental Panel on Climate Change (IPCC).

Prior to the IIED role, Dr Chambwera spent 10 years working for WWF Southern Africa as a Policy and Economics Fellow, supporting WWF projects in the region.





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He holds a PhD from Wageningen University in the Netherlands, a Masters in Natural Resources Management from the University of Western Australia and a Bsc degree in Agricultural Economics from the University of Zimbabwe.

 Sue Snyman, Group Sustainability Manager at Wilderness Safaris and Vice-Chair of IUCN WCPA Tourism and Protected Areas Specialist Group (Moderator)

Dr Sue Snyman joined Wilderness Safaris, a high-end ecotourism operator, in 2008 bringing with her over a decade of experience in the tourism industry. Sue is currently Group Sustainability Manager for Wilderness Safaris overseeing community, culture and conservation projects in seven African countries. Other roles include Vice-Chair and Communities & Heritage Working Group Coordinator for the IUCN WCPA Tourism and Protected Areas Specialist Group and Chair of the SADC TFCA Tourism Community of Practice. Her PhD research measured the socio-economic impact of high-end ecotourism in remote, rural communities adjacent to



protected areas, based on over 1 700 community surveys in six southern African countries. Recent IUCN work included working on the development of tourism concession/partnership guidelines and capacity building for protected area staff related to this. Her research, academic publications and project implementation have helped show that ecotourism, practised responsibly, has had a significant impact not only on the standard of living that rural people engaged in the industry now enjoy, but also on attitudes to conservation and education amongst other things.

 Jaime Cavelier, Senior Biodiversity Specialist, Programs Unit, Global Environment Facility (Speaker)

Jaime is a Sr. Biodiversity Specialist at the Global Environment Facility (GEF). He is a member of the Africa Regional Group where he supervises the GEF-Funded "Global Wildlife Program", a \$131 million investment in 19 countries in Africa and Asia to combat poaching and illegal wildlife traffic. He also oversees the GEF funded projects that are closely aligned with the Tiger Recovery Programme (GTRP) and the Global Snow Leopard Ecosystem Protection Program (GSLEP). Before joining the GEF, Jaime worked as the Senior Program Manager in the Andes & Amazon Initiative at the Gordon and Betty Moore Foundation.



Prior to this, he worked as Ecoregional Coordinator for the Southwest Amazon program at the World Wildlife Fund. Jaime has dedicated 10 years of his professional career as a Professor and researcher at the University of the Andes in Bogota, where he had received his Biology degree. He carried out research in topics ranging from the ecology and conservation of single species to studies on the structure and functioning of tropical ecosystems. Jaime holds a Ph.D. in Biology from the University of Cambridge, United Kingdom.





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• Ellison Wright, Senior Program Coordinator, Global Wildlife Program, World Bank (Speaker)

Mr. Elisson Wright is the Senior Global Wildlife Program (GWP) Coordinator at the World Bank. The GWP is a \$131 million-dollar program funded by the Global Environment Facility, and includes 19 national projects in Africa and Asia as well as a global project. Elisson leads the execution of the \$5 million-dollar World Bank-led global project. He provides technical,



programmatic, and administrative guidance to the seven GWP team members and ongoing support to the 19 national project teams. He also manages GWP's donor coordination and analytical efforts, and authored the <u>Analysis of international funding to tackle illegal wildlife trade</u> report. He has over sixteen years of public and private sector experience leading strategic initiatives in international development, infrastructure, and financial services. He previously served as a Regional Sustainability Business Line Leader for a Fortune 500 company and managed sustainability, climate change adaptation, renewable energy, and transportation programs/projects. He started his professional career at JP Morgan Chase, where he served in various analytical and portfolio management functions, including trading discretionary assets valued at over US \$1.5 billion. He holds a Master of Business Administration (MBA), a Master of Science (MS), and a Bachelor of Science in Finance from the University of Maryland, where he also completed the Life Science Scholars Program.

 Reinhard Woytek, Director, SADC Transboundary Use and Protection of Natural Resources Program, GiZ (Speaker)

Reinhard Woytek is a German national with a degree in agriculture and a career spanning four decades in international development cooperation. He currently works on behalf of German Development Cooperation for the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in Gaborone, advising the SADC Secretariat and manages the Transfrontier Use and Protection of Natural Resources Programme. His prior assignments with GIZ were



in private sector development in Tajikistan, knowledge management in appropriate technology at headquarters and in agroforestry and soil conservation in Tanzania. Reinhard also worked with the European Union and the FAO, and for The World Bank for over 12 years in Washington D.C. and Harare, covering development issues related to Africa.





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 Ruud Jansen, Executive Secretary, Gaborone Declaration for Sustainability in Africa/ Conservation International (Speaker)

Ruud Jansen is the Executive Secretary of the Gaborone Declaration for Sustainability in Africa (GDSA), a position which he took up in October 2015. He is based in Gaborone, Botswana. He leads the GDSA Secretariat and implements the programme of the GDSA which is an African-led 12-country action platform for natural capital accounting, sustainable development and natural resource management.

Previously, he was the IUCN representative in Botswana (1995 – 2003) and from 2005 worked for UNDP as Chief Technical Advisor (CTA) for the Government of Botswana – Ministry of Environment Wildlife and Tourism and as CTA for the UNEP-UNDP Poverty Environment Initiative (PEI) based at the Ministry of Finance and Development Planning and at the Office of the President in Gaborone, Botswana.

• Francois Barnard, Associate, Conservation Capital (Speaker)

Francois advises on conservation area business planning, conservation governance and management, and commercial revenue development in key conservation landscapes, predominantly in East and Southern Africa. He joined Conservation Capital, a leading specialist in the field of conservation enterprise and related investment financing, in 2016 and is responsible for its Southern Africa expansion. With a background in asset management and responsible investing, Francois also supports Conservation Capital's conservation impact investment work. He holds an MSc from the HEC business school in Paris and is based in Cape Town, South Africa.



Panel 4: Marketing of Sustainability: Driving change in an era of 'empowered tourists'

• Guy Bigwood, Sustainability Manager, MCI Group (Moderator)

An inspirational futurist, strategist and event architect, Guy leads MCI Sustainability Services, a global consulting practice focused on helping destinations, corporations and associations define, launch and accelerate sustainability initiatives, platforms and events.

His advises organisations on how to effectively leverage social and environmental issues to enhance organisational performance, drive sustainable growth, energise communities and leave long-term societal



impact. He has trained over 35,000 people, been recognised with 21 sustainability awards, and has positioned MCI to be the organiser and consultant of over 850 events about sustainable development, Smart Cities and Energy.





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Jillian Blackbeard, Executive Manager, Botswana Tourism Organization (Speaker)

Jillian Blackbeard been part of Botswana Tourism Organisation for 4 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 if the National Geographic Okavango Wilderness Project.

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

 Praveen Moman, Co-founder and Managing Director of Volcanoes Safaris and Member of the Advisory Board of the Adventure Travel and Trade Association (Speaker)

Praveen Moman was born in Uganda and moved to the UK when the family became refugees during the Amin era. This was followed a career as a political and policy adviser in the European Union and British Government.

Praveen founded Volcanoes Safaris in 1997 which has been at the forefront of reviving gorilla tourism in Uganda and Rwanda. Under Praveen's guiding vision, Volcanoes has designed and built four unique lodges near the great ape parks - Virunga, Mount Gahinga, Bwindi and Kyambura. The luxury lodges are sensitive to local culture and aesthetics, the post-conflict context



and the need to use resources responsibly. A long term empowerment program has nurtured staff from the region to enable them to manage the lodges.

In 2000, Volcanoes Safaris became the first international safari company to take clients to Rwanda and in 2004 built the now renowned Virunga Lodge. It helped kick-start gorilla tourism after the genocide through the Volcanoes BLCF Partnership Project. In 2005 the company become a charter signatory to the UN Kinshasa Declaration on Saving the Great Apes, the only tourism company to do so. Then, in 2009, Praveen established the Volcanoes Safaris Partnership Trust (VSPT), a non-profit organisation that aims to create long-term, self-sustaining projects that enrich the livelihoods of local communities and promote the conservation of the great apes.

In recognition of this work, Volcanoes Safaris has received various awards including the Travel + Leisure Global Vision (2012) and Condé Nast Traveler World Savers (2013) awards; the Pure





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Community Engagement Award (2016) for Bwindi Bar; Virunga Lodge - Africa's most romantic retreat by the World Boutique Awards (2016). All four Volcanoes Lodges were voted among the top thirty lodges in Africa by Conde Nast US readers (2017).

In 2013, Praveen was asked to join the Congo Basin Forest Partnership, which promotes sensitive economic development of the forests of Central Africa. Praveen has been described as a 'visionary conservationist' by the Financial Times and as 'one of top twenty-five conservation-philanthropists' in Africa by Departures Magazine. In 2014, Into the Virungas, a conversation with Praveen about his essential vision to champion the people, the animals and forests of Africa was published.

In March 2017, the Dian Fossey Map Room was opened at Virunga Lodge to mark the 50th anniversary of the Karisoke Centre set up by Fossey with an exhibition on the 'Conservationists and Explorers of the Virunga volcanoes'.

Praveen was educated in Uganda and at London and Cambridge University in the UK; he is a former VSO volunteer in Jamaica; and a Robert Schuman Scholar of the European Parliament. He has been involved in Seva Mandir since 1994, a respected Indian charity and is currently a Vice-Patron. Since 2012 he has been a trustee of the Imbabazi Foundation in Rwanda, which supports genocide survivors; He has been on the Advisory Board of the Adventure Travel Trade Association in the USA since 2009; since 2014 he has been on the Board of the Edward Heath Centenary Trust; on the Board of the Eastern Africa Association, since 2015 a member of the Memorial Gates Council; a trustee of Women Matter; and since 2016 on the Advisory Board of the Rwanda Cricket Stadium Foundation and the Board of the Adventure Travel Conservation Fund (ATCF). He is married and has one son and lives in London, Uganda and Rwanda.

 Julien Marchais, Founder & Programme coordinator, Association Elephants & Humans, Coordinator of the EleWatch Initiative (Speaker)

Julien Marchais has been involved in Elephant conservation and Human-Elephant coexistence since 2001, both as a conservationist and ecotourism operator. He is the founder and program coordinator of the NGO Des Eléphants & des Hommes which currently focuses on EleWatch, a collaborative program for the promotion and development of Elephant-Watching in Africa and Asia. After graduating from the AgroParisTech as well as UPCM University and ENS Paris with a M.Sc. in Animal Ecology, Julien started his career in the Okavango delta, in Botswana, where his passion for Human-Elephant coexistence fully materialized. Since this first experience,



he has developed several projects in Southern, Central, and Western Africa. The NGO he founded, which roughly translates in English as "Humans & Elephants", currently hires 3 team members with complementary experience in Eastern Africa as well as Asia.





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• Michael Kessler, Chief Revenue Officer, Review Pro (Speaker)

Michael is CRO at ReviewPro, the leading provider of Guest Intelligence solutions for the hospitality industry. He is responsible for leading and developing the sales growth of the company's solutions globally.

Michael has more than 15 years experience building effective sales organizations in competitive markets and fast growing businesses within the software industry. Prior to ReviewPro, Michael was the VP of Sales at NTR Global.



An experienced speaker and panelist, Michael frequently participates at key hospitality industry events and conferences, including WTM London, Annual Hotel Conference, Travelclick Academy, UNWTO Seminars, Digital Travel Conferences, Hotel Operations Conference and Hotel Market Seminars.

 Christopher Warren, Director, International Centre for Responsible Tourism – Australia and Middle East (Speaker)

Christopher Warren the director of the International Centre for Responsible Tourism (Australia) and proprietor of Crystal Creek Meadows in Kangaroo Valley. He specialises in designing sustainable Guest Participation Programmes.

His work involves applying 'change by design' and persuasive communication methods to devise responsible tourism experiences that tackle sustainability challenges for tourism. His current UNWTO STP10 YFP project, My Green Butler, is an innovative smart service to reduce visitors'



resource use, carbon emissions and stimulate their active participation in wildlife conservation. This project is being trialled in the United Kingdom, UAE and Australia involving national parks, leading hotel groups and wildlife conservation NGOs.

Christopher has been awarded the 2010 Ecotourism Medal for services to tourism and the environment, has won two Australian Tourism Awards (2009, 2010) and a Highly Commended World Responsible Tourism Award in 2017. He is an advisory board member of Griffith Institute For Tourism/Griffith University. His recent consultancy projects have been for the World Bank, local government in Australia and Dubai Tourism.





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Local perspectives on sustainable development, conservation and tourism

 Tafa Tafa, Executive Manager for Investments and Projects, Botswana Tourism Organization (Moderator)

Tafa Tafa has a Bachelors Degree in Business Administration (Marketing) and is currently employed at the Botswana Tourism Organisation as the Executive Manager heading the Investment and Projects Department, which is responsible for Investment Facilitation and Product Development. 18 years of experience in the tourism sector has been gained through interaction at different levels in Government and Private sector, having worked



for the Botswana Tourism Organization for the past 11 years to date, as well as from the Department of Tourism as a Marketing Officer for 7 years.

Investment Facilitation and Projects is responsible for facilitating tourism investments and product development across the country, and includes ensuring that communities living around the natural resources tourism depends on, benefit from such investments, directly and indirectly.

- Jonathan Gibson, CEO, Chobe Holdings (Speaker)
- Kai Collins, Conservation Manager, Wilderness Safaris (Speaker)

Kai Collins joined Wilderness Safaris in 2007 having spent over a decade studying conservation biology and ecology, as well as five years working part time in the Wildlife Documentary industry for companies such as African Wildlife Films, Aquavision and Afriscreen Films.

Born in Botswana, Kai completed his schooling in South Africa and grew up with a passion for wildlife, the environment and conservation that led him to complete his BSc in Zoology at the University of Cape Town and then go on to do his Honours and Masters degrees in Zoology at the University of Pretoria. He is currently finalising his PhD through the University of Pretoria



looking at endangered species and climate change. His main research interests are conservation biology, conservation area planning, ecological monitoring and climate change mitigation.

Kai started with Wilderness Safaris as the Conservation Ecologist and then went on to become Environmental Manager until 2012 when he became Group Conservation Manager. Aside from overseeing wildlife monitoring, coordination research and conservation projects across the Group,





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part of his role has focused on reducing the carbon footprint and environmental impact of all operations (e.g. reducing road networks, recycling, sewerage, water usage etc.). This includes optimising and maintaining the Wilderness Safaris Environmental Minimum Standards.

Kai now coordinates the company's efforts in terms of Biodiversity Conservation and Research as well as being a Botswana Professional Guide. He coordinated and managed the recent reintroductions of both black and white rhino into the Okavango Delta in Botswana and is also part of the team that authors the multiple award-winning Annual Integrated Report.

• Amanda Stronza, Director, Ecoexist project (Speaker)

Dr. Amanda Stronza is an anthropologist, professor, and photographer, with nearly 30 years of conservation field experience in the Amazon and other parts of the tropics, most recently in the Okavango. She is passionate about wildlife and the people who live closest to wild animals all over the world. In 2007, she co-founded the Applied Biodiversity Science Program at Texas A&M University, a doctoral training program for students in the social and biological sciences committed to working with local communities and policy makers to solve on-the-ground conservation challenges. As part of



that, she developed an Amazon Field School in her long-term study site in Peru, aimed at helping graduate students gain field experience in conservation. She was a Visiting Professor with the Okavango Research Institute in 2011 when she began research on human-elephant conflict. In 2013, she helped establish and now co-directs Ecoexist, a non-profit organization in Botswana focused on fostering coexistence between people and elephants. She has published over 35 scholarly articles and book chapters on community-based conservation, ecotourism, and common pool resource management, co-edited the book, Conservation and Ecotourism in the Americas: Putting Good Intentions to Work, and co-produced two documentary films, Amazon Exchange: Effects of Ecotourism on Indigenous Culture, and Ecoexist: Pathways to Coexistence. Much of her work centers around this question: What are the incentives and sources of inspiration for people to work together in protecting what they value, whether it be a place, a species, a cultural tradition, or a way of life?

Tumie Matlhware, Corporate Social Responsibility Officer, Travel for Impact (Speaker)

Tumie Matlhware studied Bachelor of Information Systems (Information Management) at the University of Botswana. Tumie works as Corporate Social Responsibility Officer at Travel for Impact. Travel for Impact is a social enterprise that deals social responsibility of its tourism operator partners that are locally based in Maun. The work ensures that we are able to raise funds through the tourism sector and distribute it among local partner NGOs within the community as well as within the



Ngamiland District, Botswana. We are fairly new and we are trying to drive home that giving back to





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should more sustainable than just hand-to-mouth donations, empower the people within the community with skills and open up new markets for them through tourism. The impact we want is really more on the sustainable side of tourism and hope to achieve such.

<u>Collective work on the Kasane Call to Action for sustainable consumption and production in</u> tourism

• Ronald Sanabria, Senior Consultant, Rainforest Alliance (Moderator)

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. He currently represents the Rainforest Alliance at the United Nations' 10 YFP Sustainable Tourism Programme as a member of its Multi-Stakeholder Advisory Committee. Ronald was the recipient of the 2008 EXPOTUR Friend of Nature Award in recognition of his efforts to promote sustainable tourism in Costa Rica. His team at the Rainforest Alliance was awarded the Gallina de Oro award from the Costa Rican Association of Rural Community-Based Tourism in 2008 for its support assisting communities engaged in tourism, the Travel + Leisure Global Vision Award in 2009, and The International Ecotourism Society's Innovation Award in 2010. This year, the Brazilian Association of Tour Operators in celebration of the International Year of Sustainable Tourism for Development recognized his work at the Rainforest Alliance as the international initiative that has inspired changes in tourism development in Brazil. Since 1992, he has taught at the Faculty of Engineering of the University of Costa Rica. A Fulbright scholar, Ronald holds a B.S. in Industrial Engineering from the University of Costa Rica and an M.A. in Sustainable International Development from Brandeis University.

Rainforest Alliance is a member of the Multi-stakeholder Advisory Committee (MAC) of 10YFP Sustainable Tourism Programme.





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 Helena Rey, Programme Officer, Consumption and Production Unit, UN Environment (Moderator)

Helena Rey has been working in UN Environment Economy Division since 2005. She is responsible for the development and implementation of sustainable tourism related projects within UN Environment, notably on climate change and resources efficiency. Ms Rey has more than 13 years' experience working as a project manager in Africa, Europe, Asia Pacific, Caribbean and Latin America. She holds a Master of Science in Environmental Management at University of Sunderland, England, and Engineering degree in Pontificia Universidade Catolica do Parana, Brazil.



- Cecilia Lopez y Royo, Coordinator, 10YFP Secretariat, UN Environment (Speaker)
- Bongiwe Mlangeni, WOWZULU Project Leader, Africa Ignite (Speaker)

Bongiwe Mlangeni has worked in rural tourism and craft development across South Africa's rural east-coast province of KwaZulu-Natal over the last eight years. She is currently the programme leader for the WOWZULU Sustainable Tourism project, an initiative of rural development agency Africa!Ignite and other partners, which is a 10YFP Trust Fund Project.

Prior to this, Bongiwe worked for a TV production company and was involved in the production of environmental and cultural documentary programmes. In 2011, she was selected by Junior Chamber International as one of Ten Outstanding Young Persons of the World, and in 2017 she was a



finalist in the KwaZulu-Natal Young Achiever Awards. She has presented at various South African national forums, conferences and radio and television platforms on rural enterprise development, craft and sustainable tourism.

Pierre-André Kruger, CEO, Nomad Lodges and member of The Long Run (Speaker)

Pierre-André Kruger is specialized in luxury tailor-made travel to South America for more than 25 years.

With more than 150 insepction trips within South America he can considered as one of the best specilists in tourism development for this continent.

Pierre completed his studies in Switzerland with a focus on







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marketing. Following this he studied marketing and tourism at Cornell University and set up a South America Tour operator in Switzerland. After having visited the South American continent for 25 years, he decided to create Nomad Lodges, the first luxury sustainable hotel network in South America.

Pierre focused the Nomad lodges project on nature conservation and cultural aspects, he based the concept on the spirit of the nomadic people of South America and invites travellers to discover places "picked by the heart" through a network of lodges that are built in total harmony with their natural environment, offering a standard of quality and services made to meet the guests' expectations.

Pierre is now leaving most of the time in the Amazon for about three years, working with the local communities in the way to help them conserve their lands in a sustainable way and to promote their culture.

The idea he wants to spread is about what he is leaving everyday with the local communities. He is a member of UICN's World Commission on Protected Areas (WCPA).

The Nomad lodges project has been developed with the best universities in Switzerland and Colombia in the way to create an experimental lab on site in the way to share international and local knowledge.

 Masaru Takayama, Executive Director, Japan Ecolodge Association and member of the Asian Ecotourism Network (Speaker)

Mr. Masaru Takayama founded Japan Ecolodge Association (ECOLA) and Asian Ecotourism Network (AEN), to promote true ecotourism and ecolodge in the region by creating a networking platform for ecotourism fraternity. The environmentally-friendly accommodations standard developed by ECOLA is recognized by Global Sustainable Tourism Council to bottom up the industry standards in the Japanese marketplace. Working as a community-based ecotourism consultant, ecolodge advisor, and the president of an ecotravel agency 'Spirit of Japan Travel' in Kyoto with more than 20 years of working experience, Masaru also serves a number of key



positions in the organizations both home and abroad pertinent to ecotourism and sustainable tourism.

His latest achievement is demonstrated by a new platform for ecotourism industry established in Asia in June, 2015. Asian Ecotourism Network (AEN) headquarter is housed at Designated Areas for Sustainable Tourism Administration (Public Organization: DASTA) in Bangkok and comprises the member countries of Japan, Malaysia, Sri Lanka, Thailand, Nepal, China, South Korea, Mongolia, India, Laos, Cambodia, Pakistan, Bhutan, Indonesia, Bangladesh, Pakistan, Philippines, New Zealand and Australia with four satellite offices in the region.





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Masaru actively promotes SDGs and advance them into political commitment and actions as a multi-stakeholder advisory committee member of UN 10YFP Sustainable Tourism Programme (STP) including Japan's first declaration on sustainable tourism by Senboku city mayor.

AEN Website: http://www.asianecotourism.org

• Isabel Torres, Director of Global Programmes, Sustainable Travel International (Speaker)

Issa Torres is Sustainable Travel International's Director of Global Programs. She brings 10 years of experience from the public, private and academic sectors, having worked in consultancy, research and project management in the field of sustainable tourism, cultural heritage, ecotourism and hospitality skills development.

Issa has expertise in managing complex destination projects, fundraising, engaging and facilitating public and private sector partnerships for collaborative projects, delivering training programs, capacity-building for the local communities, and organizing events. Her



project portfolio includes leading the Sustainable Destinations Alliance for the Americas, managing Aruba's Destination Diagnostic, Sustainability Action Agenda, and Monitoring; Ngorongoro Conservation Area Situation Analysis and Tourism Needs Assessment for UNESCO; the Study of socio-economic benefits of tourism in protected areas in Panama; Timor-Leste Scoping of tourism activity options; market research on adventure tourism in Scotland; and community-based tourism projects in Costa Rica and Brazil.

Prior to joining STI, Issa worked as an Ecotourism Specialist for the Ministry of Environment in Panama in partnership with the National Tourism Authority on a project to develop ecotourism in national parks, funded by the Inter-American Development Bank. She supervised several actions related to tourism planning and development, including Public Use Plans for protected areas; Training and certification of Tour Guides Specialised in Protected Areas; Vision and Action Plan for Ecotourism in Protected Areas; Sustainable Tourism Standards Development and pilot Implementation; and the National Strategy for the Financial Sustainability of Protected Areas through Ecotourism. She also delivered training for tourism and environmental authorities staff.

Issa has excellent communication and cross-cultural skills; she speaks fluent Spanish, English, French and Portuguese. She holds a Master's degree in Cultural Tourism from Leeds Metropolitan University; a Master's in Project Management from the University for International Cooperation; and a Bachelor's in Tourism from the Polytechnic University of Valencia. She is also member of IUCN Tourism and Protected Areas Specialist Group and ICOMOS International Cultural Tourism Committee.





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• Jane Edge, Managing Director, Fair Trade Tourism (Speaker)

Jane has an Honours degree in journalism from Stellenbosch University in South Africa and was an environmental journalist in the 1980s before joining the founding team of Phinda Game Reserve. She went on to become head of marketing and communications for the safari tourism group CC Africa (now &Beyond).

Following her departure from CC Africa, Jane embarked on a career in corporate communications with UK PR firm Brunswick before joining Nedbank in South Africa as head of their affinity programme which



harnesses banking products in aid of charitable trusts such as WWF-SA's Green Trust. In 2001/2002 she helped to roll out responsible tourism guidelines to South Africa's tourism sector under the auspices of the IUCN and was appointed to the advisory committee of the newly formed Fair Trade Tourism. From 2011 to 2014 she was director of philanthropy and marketing for the conservation NGO African Parks before joining the board of Fair Trade Tourism in February 2015. She was appointed Managing Director in 2016.

• Pablo Ramón, Founder and Communications Director, NATIVE Hotels (Speaker)

Pablo Ramón (Seville-Spain, 1963) is a journalist and sociologist specialized in Human Ecology. He was a researcher at the Doñana's National Park, one of the main natural reserves in Europe, beside the Gibraltar strait, and an active member of the World Wildlife Fund. He has been editor of some of the leading travel magazines in Spain, like PARAÍSOS American Express, Grandes Viajes, VISA Iberia, Turismo Rural. Also Communication director of two hotel groups. He lived in Morocco between 2000 and 2003 - an intense social and political period for the country -, working like assistant for the GM of the Maroc Soir press group.



He discovered, thanks to an interview to a blind girl on the radio in 2009, that blind people can also surf the Internet. From this day on he decided not to write forgetting them anymore, and he created the Association NATIVE Tourism For All, an NGO, a club of responsible hotels with a first web platform accessible for everyone designed together with the Spanish National Association for the Blind. The new version of its website is a uniquely accessible online platform for the travel industry, which offers exceptional accessibility, and allows users with any kind of disability to browse the Internet to make their holiday choices. Already available in six languages, it can be used by anyone, even unable to see the screen, touch the keyboard or speak to the computer. Users can browse just blowing, emitting a sound or touching any key - in case of a Parkinson's, for example. Furthermore, its accessibility is available online, from the cloud, rather than limited to any computer through specific peripherals. So users can access it using any computer, anywhere. Once on the platform,





2017 International Symposium and Annual Conference:

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Destinations' Sustainability
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customers can compare a range of hotel standards of accessibility for people with different disabilities, filtering each accessible element at the hotel and room. www.nativehotels.org

Moreover, they detected several obvious deficiencies in customer care for older people or people with disabilities in hotels and other tourism services. And they began to search, create and promote surprising technical solutions to these gaps, which are going to present these days in the BTTE, as the solutions for the stay in hotels - Braille and embossed signage pack, alert wristwatch for deaf customers in case of fire or knock on the door - solutions for restaurants like the Chef's Voice tool for clients with impaired vision or food intolerances, that reads us the menu in twelve languages, including a filter for allergens, and other accessibility solutions applied to activities in nature, such as portable magnetic loops for deaf clients, systems for adapting vehicles to the customer with movement limitations or even a wheelchair to ride on a dromedary including a tilting platform at the time of the animal's ascent and descent.

On September 27, 2016, the UNWTO announced that the theme for World Tourism Day, and for the year, would be 'Tourism for All – promoting Universal Accessibility'. NATIVE was there. Six months later, also in Bangkok, the Jury for the WTTC Tourism for Tomorrow Awards described this accessible hotels network like this: "While much of the industry continues to make considerable progress on this issue, few have embraced the challenge and opportunity as innovatively as the Spanish company NATIVE Hotels".





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The Coordination Desk of 10YFP Sustainable Tourism Programme

Mohammed BEKKALI

Mohammed BEKKALI is a Programme Officer, in charge of Sustainable Tourism at the Department of Tourism (i.e. of the Ministry of Tourism and Air Transport and Handicrafts and Social Economy). He is the Coordination Desk Officer of the 10YFP Sustainable Tourism Programme, representing the Government of Morocco as 'Co-Lead' of the programme.

Mohammed has a relevant experience in the formulation and implementation of projects for sustainable tourism development and

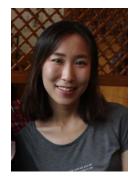
works with individuals and organizations in the tourism industry to support their initiatives and efforts towards sustainable tourism. He piloted several projects related to the development of sustainable tourism guidelines and capacity building programmes and the promotion of innovative practices of sustainability within the sector. His work is focusing primarily on: Corporate Social Responsibility (CSR), environmental management systems & climate-oriented solutions, Ecocertification, sustainable management of natural resources, preservation of traditions & cultural heritage and socio-economic empowerment of local communities.

Prior to joining the Departement of Tourism, Mohammed worked in Strategy Consulting helping organizations in the areas of value proposition development & business-modeling, organizational & growth strategy and customer experience & loyalty programs.

He is qualified in Marketing from National School of Commerce & Management of Agadir and holds a Master of Science in Strategic Marketing and Commercial Management from Mohammed V University. He is also an alumnus of two executive programs on Sustainable Tourism from Mahidol University in Thailand and from Maastricht School of Management in The Netherlands.

• Nari Ahn, Coordination Desk Officer, 10YFP Sustainable Tourism Programme

Nari is working for Coordination Desk of 10YFP Sustainable Tourism Programme from the Republic of Korea. Before joining the Coordination Desk, she had worked as an intern for underprivileged children in Good Neighbors Chile by organizing education programmes and campaigns for children's rights. And she had worked for Habitat for Humanity Korea and Vietnam, supporting housing, water, sanitation and hygiene development projects of KOICA and CSR projects with POSCO and Standard Chartered Bank as a Korea International Cooperation Agency (KOICA) ODA intern. Nari holds a Master of International Studies (Development Cooperation) from Ewha Womans University and a Bachelor of English Literature & Language from Chungnam National University.







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 Svitlana Mikhalyeva, Public Affairs Consultant, Consumption and Production Unit, UN Environment

Svitlana Mikhalyeva is Public Affairs Consultant within UN Environment, Consumption and Production Unit of the Economy Division. She is the Coordination Desk Officer of the 10YFP Sustainable Tourism Programme of behalf of the French Government (Ministry of Environment).

She holds two higher Master degrees in International Cooperation & Development Policies from Sorbonne University in Paris (France) and in Public Affairs & Diplomacy from Sciences Po Toulouse (France).



During her studies she gained knowledge and skills in public law, economy, international relations and sociology.

Svitlana Mikhalyeva is specialized in development of methodologies for implementation of projects related to Corporate Social Responsibility (CSR), in foresight & strategic research related to sustainability topics, development and management of expert networks and taskforces. She worked on sustainable tourism, sustainable mobility, freight efficiency, circular economy, waste treatment & reuse, CSR reporting and gender equality.

Prior to joining the UN Environment, she worked within the Division of Governmental Affairs of the Michelin Company and was in charge of topics such as connected and sustainable mobility, producer responsibility and waste management. She also worked for the French Chamber of Commerce & Industry and was representing interests of French companies by negotiating with representatives of associations of elected officials. She is fluent in French, English, Russian and Ukrainian languages.

Virginia Fernández-Trapa, Programme Officer, Sustainable Development of Tourism, UNWTO

Virginia is an expert in sustainable tourism and its contribution to sustainable development, with in-depth experience developing tourism policy, multi-stakeholder partnerships, measurement approaches and research projects.

Since 2006 Virginia has worked for the UNWTO. Currently she is a Programme Officer at the Sustainable Development of Tourism Programme jointly responsible for the coordination of the 10YFP Sustainable Tourism Programme, research on sustainable



consumption and production, liaison with international stakeholders, advancing the measurement of sustainable tourism and promoting the INSTO network.

Previously Virginia was a Project Manager at the UNWTO Consulting Unit on Tourism and Biodiversity in Bonn for three years as well as a Project Coordinator at UNWTO's Technical





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Cooperation Programme in Madrid. She began her career working in the ACTUAR Community-based Rural Tourism Network in Costa Rica.

A Spanish national, Virginia has a degree in Law from Universidad Complutense de Madrid, a Master in Sustainable Development of Tourism and Sports from Université Joseph Fourier in Grenoble, and a Master in Tourism Destination Management, Policy and Strategy from Universitat Oberta de Catalunya, in Barcelona.