



Overtourism: Seeking Solutions

A WORLD TOURISM DAY FORUM



9 | 27 | 2018

The George Washington University
Washington, DC

www.WorldTourismDayForum.com

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



Center for Responsible Travel

Dear Participants,

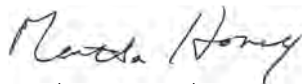
Welcome to *Overtourism: Seeking Solutions*, a forum to address the growing problem that is undermining some of the world's most popular and beloved destinations. Co-hosted by the Center for Responsible Travel (CREST) and the International Institute of Tourism Studies at The George Washington University, our gathering, held on World Tourism Day 2018, is part of a global effort to address challenges impacting the industry and the communities that depend on tourism.

Popular tourist destinations are reaching a tipping point. Inexpensive travel options, a growing middle class, and the desire of people everywhere to see the world is leading to visitor saturation. In destinations like Barcelona, Thailand, and Machu Picchu, overtourism is disrupting daily life, degrading natural and historic sites, and diminishing the traveler experience.

Our forum is designed to reflect on the root causes of overtourism, but more importantly, to share viable solutions from thought leaders working on the front lines. They include public sector destination managers and private sector tourism providers. Panel discussions will focus on the various types of destinations confronting overtourism: historic cities, national parks and protected areas, World Heritage Sites, coastal and beach communities, and national and regional destinations.

While no place has come up with a fail-safe strategy for managing overtourism, the successes and failures discussed today will help fine tune solutions so that destinations remain viable places to live and visit. We hope that you will share your own innovative approaches to tourism management and submit questions during the moderated Q&A sessions.

Lastly, we are grateful to our sponsors, who have made this event possible. By pooling our collective knowledge, we can better understand the challenges and solutions to overtourism. We thank each of you for joining us, and we encourage you to share your experiences and what you've learned on social media using #WTD2018 and #OvertourismSolutions.



Martha Honey, Ph.D.
Executive Director
Center for Responsible Travel



Seleni Matus
Executive Director
The George Washington University
International Institute of Tourism Studies

***Our special thanks to the following individuals,
who served on the steering committee for this event:***

Richard Bangs, Chief Creative Officer, White Nile Media
Samantha Bray, Managing Director, CREST
Kelsey Frenkiel, Program Associate, CREST
Mary-Elizabeth Gifford, President, Stellar Organic Certification
Carol Goodstein, Communications Consultant
Eric Kuhn, Washington-based Communications and Development Specialist
Alice Marshall, President, Alice Marshall Public Relations
Andrea Pinabell, President, Southface
Mike Robbins, Partner, The Tourism Company
Rebekah Stewart, Communications & Outreach Manager, CREST
Jonathan Tourtellot, CEO and Portal Editor, Destination Stewardship Center

MASTER OF CEREMONIES:

Norie Quintos, President, Norie Quintos Media and Communications & Editor-at-Large, National Geographic Travel Media

HELP US BE GREEN

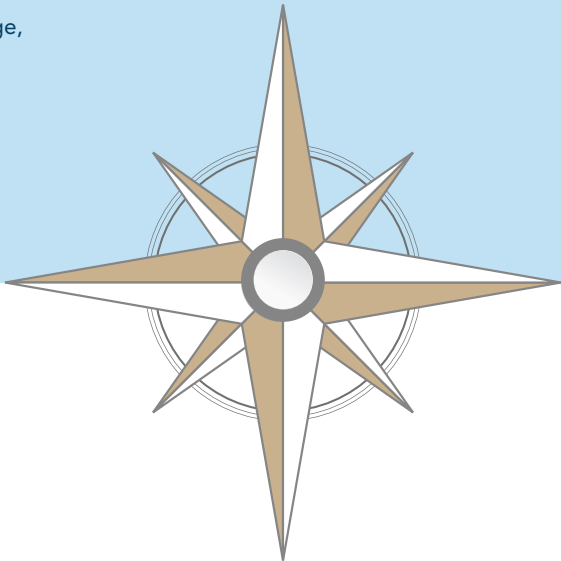
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Honorary Host Committee

The members of our honorary host committee are thought leaders and practitioners in the travel industry who have helped us to identify a targeted guest list of forum attendees. We would like to recognize:

- Jessica Blotter, CEO & Co-Founder, Kind Traveler
- Salih Booker, Executive Director, Center for International Policy
- Richard Campbell, Chief, Office of Tourism, Organization of American States
- John Francis, Board Member, Sustainable Travel International
- Hilary French, Program Management Officer, North America Office, United Nations Environment Program
- Isabel Hill, Director, National Travel & Tourism Office, United States Department of Commerce
- Denaye Hinds, Chairwoman, Caribbean Alliance for Sustainable Tourism
- Matthew Jeffery, Program Director & Deputy Director, International Alliances Program, Audubon International
- Donald Leadbetter, Tourism Program Manager, National Park Service
- Kelley Louise, Executive Director, Impact Travel Alliance
- Thomas Lovejoy, Professor, Department of Environmental Science and Policy, George Mason University & Senior Fellow, United Nations Foundation
- Helen Marano, Executive Vice President, External Affairs, World Travel & Tourism Council
- Stephanie Meeks, President & CEO, National Trust for Historic Preservation
- Hannah Messerli, Senior Private Sector Specialist, World Bank
- Kathleen Pessolano, Destinations Program Director, Global Sustainable Tourism Council
- Norie Quintos, President, Norie Quintos Media and Communications & Editor-at-Large, National Geographic Travel Media
- Jim Sano, Vice President of Travel, Tourism and Conservation, World Wildlife Fund
- Kris Sarri, President & CEO, National Marine Sanctuary Foundation
- Don Welsh, President & CEO, Destinations International
- Larry Yu, Professor of Hospitality Management and Faculty Director of the Master of Tourism Administration Program, George Washington University



The Center for Responsible Travel (CREST) is a unique policy-oriented research organization dedicated to increasing the positive global impact of responsible tourism. CREST assists governments, policy makers, tourism businesses, nonprofit organizations, and international agencies with finding solutions to critical issues confronting tourism, the world's largest service industry. CREST provides interdisciplinary analysis and innovative solutions through research, field projects, publications, consultancies, conferences, courses, and documentary films, recognizing tourism's potential as a tool for poverty alleviation and biodiversity conservation.



1225 Eye St. NW, Suite 600
Washington, DC 20005
202-347-9203 ex. 417
www.responsibletravel.org

As a global leader in tourism education and research, The George Washington University's International Institute of Tourism Studies has been guiding businesses, communities, governments, and nonprofits toward sustainability for thirty years. We advance critical industry issues through thought leadership and research, and provide professional-level certificate programs, courses, and workshops in destination management and cultural heritage tourism.

International Institute
of Tourism Studies
THE GEORGE WASHINGTON UNIVERSITY

2201 G St NW #301
Washington, DC 20052
202-994-8197

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Schedule



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8:30 – 9:00 am	Registration and light breakfast
9:00 – 9:20 am	Welcome Seleni Matus , Executive Director, International Institute of Tourism Studies Dr. Martha Honey , Executive Director, Center for Responsible Travel (CREST)
9:20 – 9:30 am	Opening Remarks Helen Marano , Executive Vice President, External Affairs, World Travel & Tourism Council Video message from United Nations World Tourism Organization
9:30 – 9:55 am	Keynote Address Albert Arias Sans , Head of Strategic Tourism Plan, Barcelona City Council
10:00 – 10:45 am	PANEL 1: Historic Cities Dan Riccio , Director, Department of Livability and Tourism, City of Charleston, SC Joined by Albert Arias Sans for Q&A Moderator: Elizabeth Becker , Journalist and Author, <i>Overbooked: The Exploding Business of Travel & Tourism</i>
10:50 am – 11:50 pm	PANEL 2: National Parks & Protected Natural Areas Ed Jager , Director of Visitor Experience, Parks Canada Kevin Schneider , Superintendent of Acadia National Park, U.S. National Park Service Moderator: Richard Bangs , Chief Creative Officer, White Nile Media, Inc. and Co-Founder, Mountain Travel Sobek
11:50 – 12:50 pm	Lunch prepared by Foodhini
12:50 – 1:50 pm	PANEL 3: World Heritage & Cultural Sites Dr. Emilienne Baneth-Nouailhetas , Attaché for Educational Affairs, Embassy of France to Indonesia Sarah Miginiac , General Manager for Latin America, G Adventures Moderator: Laura Hubber , President, White Nile Media, Inc. and Reporter, BBC World Service
1:55 – 2:55 pm	PANEL 4: Coastal & Beach Communities Leigh Barnes , Chief Purpose Office, Intrepid Group Dr. Andrew Spencer , Executive Director, Tourism Product Development Company, Ministry of Tourism, Jamaica Moderator: David Jessop , Director, Caribbean Council
2:55 – 3:10 pm	Coffee Break
3:10 – 4:10 pm	PANEL 5: National & Regional Destinations Julie Regan , Chief of External Affairs & Deputy Director, Tahoe Regional Planning Agency María Reynisdóttir , Tourism Specialist, Department of Tourism, Ministry of Industries and Innovation, Iceland Moderator: Jonathan Tourtellot , CEO and Portal Editor, Destination Stewardship Center
4:10 – 4:20 pm	Door Prizes
4:20 – 5:00 pm	Wrap Up Session Arnie Weissmann , Editor in Chief, <i>Travel Weekly</i>
5:00 – 6:00 pm	Closing Reception Featuring, in part, wine donated from Glass House Winery in Free Union, Virginia.



Why “Overtourism?”

While tourists have flocked to popular destinations for decades, the recent emergence of the term overtourism demonstrates just how pressing this issue has become. Overtourism – defined by CREST as tourism that has moved beyond the limits of acceptable change in a destination due to quantity of visitors, resulting in degradation of the environment and infrastructure, diminished travel experience, wear and tear on built heritage, and/or negative impacts on residents – is a growing global problem that must be addressed.

In 2012, the United Nations World Tourism Association (UNWTO) announced that the number of international tourists had surpassed one billion for the first time. That same year, #overtourism became an active hashtag on Twitter. And in a pivotal August 2016 piece on the impact of tourism in Iceland, *Skift* raised critical awareness of the problem of overtourism. Their reporting on the issue since has covered the complexities of overtourism in destinations such as Montreal, Barcelona, Lisbon, Amsterdam, and New York City.

The term overtourism has spread widely and is at the center of conversations about the rapid growth of global travel. Earlier this year, *The Telegraph* even called on dictionaries to designate “overtourism” as the 2018 word of the year.

As the study of overtourism has evolved, conversations have been shifting to consider not only its negative impacts, but also how overtourism can be prevented in emerging destinations and mitigated in mature destinations.

A key aspect of discussions on responsible tourism management has been around visitor dispersal strategies, since overtourism is often concentrated in specific areas and does not reflect the whole of the destination.

Not only is the topic of overtourism timely, but because it encompasses a range of issues — such as overcrowding, environmental degradation, increased housing costs, and civil unrest — it serves as a platform for exploring critical topics associated with responsible tourism management.

We encourage you to attend all five sessions as well as the wrap up in order to form a comprehensive understanding of this complex issue.

World Tourism Day: *The Origin Story*

World Tourism Day (WTD) was established by the United Nations World Tourism Organization to recognize “the importance of tourism and its social, cultural, political and economic value.” The first WTD took place in 1980, after the UNWTO General Assembly decided to commemorate an important milestone in world tourism history — the anniversary of the adoption of the UNWTO Statutes on September 27, 1970. On that same date every year, WTD is celebrated around the world. The official celebration takes place in one of the UN’s member states, based on geographic rotation. This year, the UNWTO is holding its event on *Tourism and the Digital Transformation* in Hungary.

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4. On the Guest Login Splash Page, click the “Need an account? Click Here” below the login.
5. Fill in the form and accept the GW wireless terms of use.
6. Click Register to submit.
7. You will receive an email with your username and password.
**If you have selected to have your credentials sent via SMS Text, you will receive a text as well.*
8. Click Login.
9. Enter the username and password given to log in.

Join Today’s Conversation through Slido:

slido There are four simple steps to joining the international conversation about overtourism during today’s Forum*:

1. Open a browser on your phone, tablet, or laptop.
2. Type in Slido.com.
3. Enter in event code: WTD18GWCREST.
4. Start a conversation by asking questions, making comments, and joining the polls at Slido.com.
**See the rotating slides for additional instructions for engagement.*

Supplemental Resources from Forum Hosts

Center for Responsible Travel (CREST)

The Case for Responsible Travel: Trends and Statistics 2018

CREST's 2018 annual meta-analysis will be structured around four themes: the business case, the consumer case, and the destination case for responsible tourism, as well as trends and statistics related to overtourism. The report will highlight the drawbacks and successes of destinations in dealing with overcrowding and environmental degradation, so that these examples can be utilized across the globe.

The report is being prepared in collaboration with 28 leading tourism organizations and institutions: UN Environment, Global Sustainable Tourism Council (GSTC), International Union for Conservation of Nature (IUCN), World Travel & Tourism Council (WTTC), Rainforest Alliance, Impact Travel Alliance, the Ocean Foundation, Adventure Travel Trade Association (ATTA), World Wildlife Fund (WWF), National Tour Association (NTA), Tourism Cares, the Travel Foundation, ecoclub.com, Skål International, The Wilson Center, Gender Responsible Tourism, Global Wellness Institute, Destination Stewardship Center, Kind Traveler, East Carolina University, Michigan State University, University of North Texas, California State University, Monterey Bay, Colorado State University, Technological Institute of Cancun, Universidad Tecmilenio, Universidad de Occidente, and Purdue University. The 2017 edition is available for free via responsibletravel.org.



#WTD2018

#OvertourismSolutions

Overtourism: Seeking Solutions (expected 2019)

This volume, co-edited by CREST Executive Director Martha Honey, will pull together relevant case studies on overtourism and the innovative solutions that have been proposed and implemented. The book will be structured to reflect the format of the World Tourism Day Forum, including chapters on: 1) historic cities; 2) national parks and protected areas; 3) World Heritage Sites; 4) coastal and beach communities; 5) national and regional destinations.

Por el Mar de las Antillas: 50 Años de Turismo de Cruceros en el Caribe

This CREST study of “lessons learned” from 50 years of large-scale cruise tourism was officially released April 27, 2018, during an event in Havana, Cuba. Ediciones Temas, one of Cuba’s leading publishing houses, released the Spanish edition as an e-book entitled, *Por el Mar de las Antillas: 50 años de turismo de cruceros en el Caribe*. The study is co-authored by CREST Executive Director Martha Honey, CREST Consultant Jannelle Wilkins, and two Cuban academics, Rafael Betancourt and Jose Luis Perello. Research for the study began in September 2016 and involved more than a dozen researchers in various countries. The study was financed with grants from the Ford and Christopher Reynolds foundations. CREST plans to release an English language version of the cruise study in 2019. The Spanish version is available for purchase via responsibletravel.org.

The George Washington University's International Institute for Tourism Studies

Overtourism: Causes and Solutions – Webinar

Just how many is “too many tourists” and from whose point of view? For an industry that is measured by increasing the number of visitors, overtourism is becoming a hot topic and one known to degrade destinations, quality of life, and the visitor experience. In the International Institute for Tourism Studies’ webinar hosted by Travel Massive in February 2018, experienced journalist and overtourism expert Jonathan B. Tourtellot, National Geographic Fellow Emeritus and CEO, Destination Stewardship Center, spoke about the causes of and solutions to overtourism. This webinar was the first in a new series offered by GW’s International Institute of Tourism Studies as part of its Sustainable Tourism Destination Management Certificate Program.

Supplemental Resources from Other Organizations

Interested in further exploring overtourism solutions? The following supplemental resources produced by industry colleagues may be helpful in your journey.

Overbooked: The Exploding Business of Travel and Tourism. (2013). Elizabeth Becker. In a groundbreaking book, Elizabeth Becker uncovers how tourism has become a colossal enterprise with profound impact on countries, the environment, and cultural heritage.

Tourism, Resilience and Sustainability: Adapting to Social, Political and Economic Change. (July 2017). Joseph M. Cheer & Alan Lew. This book provides a critical appraisal of sustainability and resilience in tourism. Contributions highlight the complexity of addressing social change with resilience planning in a range of tourism contexts.

Coping with Success: Managing Overcrowding in Tourism Destinations. (December 2017). World Travel & Tourism Council, McKinsey & Company. This seminal report aims to provide a toolkit – context, best practices, and tactics to consider — to help destination leaders and planners develop their own approach to overtourism and suggests tactics to address these issues.

Overtourism: Issues, Realities and Solutions. (Forthcoming, 2019). Eds. Richard Butler & Rachel Dodds. With authors and case studies from around the world, the series will engage a global perspective on the changing nature of tourism.

Overtourism: Excesses, Discontents and Measures in Travel and Tourism. (Forthcoming, 2019). Eds. Claudio Milano, Joseph M. Cheer, & Marina Novelli. London: CABI. The volume responds to the growing overtourism phenomenon looking to it from globally diverse views. By examining the evolution of the phenomena, the volume will explore the genesis of overtourism and the system dynamics underlining its emergence. The volume will be accessible to readers beyond the academic context.

World Tourism Organization; the Centre of Expertise Leisure, Tourism & Hospitality; NHTV Breda University of Applied Sciences and NHL Stenden University of Applied Sciences (eds. 2018), "Overtourism? – Understanding and Managing Urban Tourism Growth Beyond Perceptions," UNWTO, Madrid. This report looks into the impact of urban tourism growth on cities and their residents. It proposes a set of eleven strategies and over 60 measures to support policy makers to manage tourism congestion in cities and enhance the relationship between tourists and residents.



Speakers

Albert Arias Sans



Albert Arias Sans has been the Head of the Strategic Plan for Tourism 2020 Barcelona since October 2015. Since 2004, he has worked as a consultant, project manager, researcher, and teacher in different companies and universities on urban and tourism issues. He is also an active member of the Research Group on Territorial Analysis and Tourism Studies at the Universitat Rovira i Virgili. He holds a B.A. in Geography from the Autonomous University of Barcelona and an M.A. Urban Management from the Erasmus University of Rotterdam. He is currently working on his dissertation on the enactment of tourism as a political issue through the case of Barcelona.

Emilienne Baneth-Nouailhetas



Dr. Emilienne Baneth-Nouailhetas is a Professor and Researcher in English Literature and Post-Colonial Studies at the University of Rennes, France. Currently seconded at the Ministry of Foreign Affairs, she serves as Attaché for Educational Affairs at the Embassy of France in Indonesia.

As Attaché for Educational Affairs, she is in charge of the conception, implementation, management, and evaluation of all French Government educational and vocational training partnerships with Indonesia. She is Project Leader and Program Director of the Forum for International Tourism and the Environment, a space for scientific discussion and student debate on issues of environmental tourism development in France and Indonesia. She was previously Attaché for Academic Affairs and University Cooperation at the Embassy of France in the United States, in charge of French Government cooperation for higher education partnerships with the United States. From 2008 to 2011, she was Senior Researcher at the French National Research Institute, the CNRS, and Director of a joint center at New York University for international research in the humanities and social sciences.

Leigh Barnes



In 2018, Leigh Barnes was appointed to the newly-created role of Chief Purpose Officer to focus on the sustained growth of Intrepid Group's purpose-led initiatives. As CPO, Barnes is responsible for working closely with The Intrepid Foundation and external partners as Intrepid Group seeks to create more shared value projects and operate a business with a purpose beyond profit. In 2018, the company will

be committing 0.75% of global revenue towards purpose activities, creating a team of dedicated employees to lead The Intrepid Foundation, and attaining B-Corp status.

Most recently, Barnes led the company's North American business as the Regional Director of North America for Intrepid Group out of the company's Toronto headquarters. Under his direction, North America became the fastest growing region for the Australia-based company, with a recorded 60% growth in the past two years.

He began his work with Intrepid Group in 2010. At the time, he was the Australian Social Media Coordinator. Over the years, he advanced through the marketing department at Intrepid Group's Australian office, and when Intrepid Group expanded to North America, Barnes followed. Born and raised in Melbourne, Australia, he returned to his hometown city in summer 2018 in conjunction with his appointment as Chief Purpose Officer.

Martha Honey



Dr. Martha Honey is Co-Founder and Executive Director of the Center for Responsible Travel (CREST), celebrating its 15-year anniversary in 2018. Over the last two decades, she has written, led research teams, consulted, and lectured widely on ecotourism, Travelers' Philanthropy,

cruise and resort tourism, coastal and marine tourism, climate change, and certification issues. Her books include *Coastal Tourism, Sustainability, and Climate Change in the Caribbean*, Vol. 1 & 2, and *Marine Tourism, Climate Change, and Resilience in the Caribbean*, Vol. 1 & 2 (Business Expert Press, 2017), *Ecotourism and Sustainable Development: Who Owns Paradise?* (Island Press, 1999 and 2008) and *Ecotourism and Certification: Setting Standards in Practice* (Island Press, 2002).

Most recently, she has been an editor and author of a new study on cruise tourism, published in April 2018 by Ediciones Temas in Havana (*Por el Mar de las Antillas: 50 Años de Turismo de Cruceros en el Caribe*) and to be published in English as *Selling Sunshine: Lessons Learned from a Half Century of Cruise Tourism in the Caribbean* (expected 2019, working title). Previously, Martha worked for 20 years as a journalist based in East Africa and Central America. She holds a Ph.D. in African history from the University of Dar-es-Salaam, Tanzania.

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Ed Jager



After studying economics, anthropology, and international tourism development, Ed Jager joined the Parks Canada Agency, where he has worked for 20 years in a variety of field and national office positions. He is currently the Director of Visitor Experience, leading the transformation of that function across the

agency. His team has developed and implemented critical Agency programs including: standardized visitor service training for all staff; a national reservation and point of sale system; successful children's programs (Xplorers) and family programs (Learn to Camp) that reach millions of visitors each year; and new accommodations (oTENTiks) that have welcomed thousands of visitors and generated millions in revenues. He has also seen visitation to Parks Canada places grow from 20 million to 27 million in the past 6 years. When he is not helping visitors experience the best of Canada, he is playing outside with his family and friends.

Helen Marano



Having joined the World Travel & Tourism Council in 2012, Helen Marano leads efforts to expand awareness and engagement of WTTC and the travel and tourism industry with academia, other key tourism stakeholders, and non-traditional organizations from the supply chain.

Previously, she built the Government and Industry Affairs Department for the advocacy efforts of WTTC in presenting the industry perspective to government leaders and organizations. Helen is a seasoned leader, having previously led the National Travel & Tourism Office of the United States for over a decade. This involved industry relations, policy formation, and oversight of the statistical system for travel and tourism for the U.S. Her key accomplishments included opening up the U.S. for Chinese group travel, building the first Travel & Tourism Satellite Account, serving as the Chair for the Tourism Working Group of APEC, and collaborating in the formation of the Brand USA Corporation for marketing the U.S. Helen serves on the High Level Task Force for Child Protection in Travel & Tourism, the Advisory Board for the International Summit on Borders, and the Advisory Board for the University of Surrey School of Hospitality and Tourism Management. Her continued leadership at WTTC and engagement serves to improve and protect the sustainability of the sector as she heralds the importance of travel and tourism for the economic and social benefits contributing to the world community.

Seleni Matus



Seleni Matus has spent more than 15 years developing and overseeing large, multi-stakeholder initiatives in Latin America and the Caribbean that have enhanced the quality of tourism and helped to ensure the long-term health of natural ecosystems.

These include the Mesoamerican Reef

Tourism Initiative and the Sustainable Destinations Alliance of the Americas. She currently serves as the Executive Director of The George Washington University's International Institute of Tourism Studies and as an adjunct professor.

A native of Belize, Seleni served as the country's Director of Tourism and oversaw the reorganization of the tourism board to meet the demands of a fiercely competitive global marketplace. She developed the country's tour guide training and certification program and managed the program for Belize's ecotourism tour operation and lodges. In her recent role as Vice President of Global Programs at Sustainable Travel International, Seleni provided planning and policy support to more than 15 destinations throughout the Caribbean and Latin America. She also assisted multinational corporations such as Royal Caribbean Cruises Ltd. with the development of corporate strategies for destination stewardship. Seleni served as a founding member of the Mesoamerican Ecotourism Alliance and served on the Global Sustainable Tourism Council's board of directors. She is currently a member of the Caribbean Tourism Organization's Sustainable Tourism Committee and serves on the Steering Committee for the Sustainable Tourism Zone of the Caribbean.



Speakers

Sarah Miginiac



Sarah Miginiac joined leading small group adventure operator, G Adventures, 13 years ago in 2005 as a Chief Experience Officer (tour guide) leading groups throughout South America, including taking more than 20 group trips to Machu Picchu. In 2007, Sarah moved into a management role, leading the team in the region's largest office, located in Lima, Peru. With her extensive knowledge and experience in the region, she quickly took on management of operations for Peru in 2010 and became General Manager for South America in 2012. In 2018, Sarah added operations for Central America to her role, becoming General Manager for Latin America, where she oversees the operations of more than 200 different tour itineraries that G Adventures runs in 19 countries. Sarah was a member of the board of directors for the Peruvian National Chamber of Commerce from 2016 to 2018.

Julie Regan



Julie Regan has 25 years of professional communications and government affairs experience in both the public and private sectors. Since 2003, she has served as an executive with the Tahoe Regional Planning Agency, the first environmental interstate compact agency in the United States. She is currently the Chief of External Affairs & Deputy Director. The Agency is charged with the environmental protection of Lake Tahoe, the second deepest lake in North America. Her previous experience ranges from publishing *Treasures by the Sea* magazine to running the marketing and real estate arm of ResortQuest International in Bethany Beach, Delaware. Julie also worked in the water, electric, and natural gas utility industries. She is accredited by the Public Relations Society of America and is the Co-Chair of the nationally-focused Network for Landscape Conservation.

Julie is pursuing a Ph.D. in Environmental Science at the University of Nevada, Reno. Her research focus is on sustainable tourism, building on decades of experience at Lake Tahoe balancing environmental preservation in a \$5-billion tourist-based economy. Julie has a B.A. in communications from the University of Delaware and a master's in journalism from Temple University in Philadelphia.



María Reynisdóttir



María Reynisdóttir studied marketing at BI Norwegian Business School in Oslo, Norway, and completed an MSc in Tourism Planning and Development from the University of Surrey in Guildford, England in 2005. Following her master's studies, she worked for 10 years in the field of destination and travel marketing, first as Project Manager for Tourism at Visit Reykjavik and later as Communications Manager at leading travel agency Hey Iceland. In 2015, she joined Iceland's Ministry of Industries and Innovation, where she currently works as Specialist in the Department of Tourism. The Department is responsible for developing and executing an official tourism policy, proposing legislation in the field of tourism, and coordinating the work of various governmental bodies regarding tourism issues. Tourism has in recent years become one of the main pillars of the Icelandic economy. In her job at the Ministry, María has been involved in a wide range of work, including projects in the field of tourist infrastructure development and tourism carrying capacity. Maria also serves on the OECD Tourism Committee on behalf of Iceland.

Dan Riccio



Dan Riccio has worked for the City of Charleston, South Carolina for over 30 years, and is currently the Director of the Department of Livability and Tourism. Prior to his current position, Dan was a police officer with the City of Charleston Police Department and served in a variety of leadership capacities. Dan retired from the Charleston Police Department at the rank of Lieutenant in 2010 and accepted a position as the director of the newly formed City of Charleston Livability Division, overseeing environmental code enforcement. In May of 2015, the City of Charleston updated its Tourism Management Plan recommending methods to help balance the quality of life between residents and visitors and manage the impacts of increased tourism in the city. The plan recommended merging the Livability and Tourism Divisions to form the Department of Livability and Tourism to improve communication between residents, visitors and the tourism industry. Dan assumed the role as the director of the newly formed department, which oversees code enforcement operations pertaining to residential and commercial property standards; protection and preservation of historically significant vacant structures; graffiti abatement; tourism management and enforcement; special events compliance, and short-term rental enforcement. Dan earned his Bachelor of Science degree in Business Management from Limestone College and a Master of Arts degree in Human Resources Management from Webster University.

Kevin Schneider



Kevin B. Schneider is the superintendent of Acadia National Park and Saint Croix Island International Historic Site, a position he has held since January 2016. Before his current post at Acadia, Kevin was the deputy superintendent at Grand Teton National Park and the John D. Rockefeller, Jr. Memorial Parkway, in Wyoming. Kevin also served as the Acting Superintendent at Grand Teton from November 2013 to March 2014. Kevin was the superintendent of White Sands National Monument from 2008 to 2011. While serving as superintendent at White Sands, Kevin held a detail assignment in 2010 as Yellowstone National Park's acting chief of natural and cultural resources. He worked at Glen Canyon National Recreation Area as management assistant and again at Yellowstone National Park for six years as a park planner and in science communication. Kevin also worked from 1998-2000 in the Office of Communications at the National Park Service's headquarters in Washington, D.C. He began his National Park Service career maintaining

backcountry trails at Rocky Mountain National Park. In addition to his federal employment, Kevin worked as a Student Conservation Association volunteer at North Cascades National Park.

Andrew Spencer



Dr. Andrew Spencer is the Executive Director of the Tourism Product Development Company Limited, the agency responsible for the maintenance, development, and enhancement of the tourism product in Jamaica. Andrew holds a Ph.D. from the School of Tourism at Bournemouth University in the United Kingdom, in addition to an M.S. in Tourism and Hospitality Management in 2005 from UWI Mona and a B.S. (Honours) in Tourism Management in 2003, pursued at UWI Mona and CHTM.

Most recently, he was the Director of the Centre for Hotel and Tourism Management (CHTM), University of the West Indies, Nassau Bahamas. Andrew, a Jamaican, has given over 15 years of service to tertiary education in the Caribbean region and is considered to be among the Caribbean's leading and most sought-after tourism academics. Before taking up the post as Director at CHTM, he was a lecturer in Tourism Management at the Mona School of Business and Management, and prior to this, was the Programme Coordinator for the M.Sc. National Security & Strategic Studies.

He has published extensively in leading international journals and presented at conferences on the areas of the travel supply chain, tourism advertising effectiveness, small hotel competitiveness, and gender issues in the hospitality sector. Andrew has published a book titled *The Leadership Imperative: Technology Adoption and Strategic Management in Travel Firms in Jamaica* and co-authored *Between Sticky Floors and Glass Ceilings: Female Employees in the Hotel Industry in Jamaica*. His second single authored book, *Travel and Tourism in the Caribbean: Evolution, Emergence and Transformations* will be published by Palgrave Macmillan in 2018.



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Moderators

Richard Bangs



Often called the father of modern adventure travel, Richard Bangs has spent decades as an explorer and communicator, pioneering “virtual expeditions” on the internet and leading first descents of 35 rivers around the world, including the Yangtze in China and the Zambezi in Southern Africa. He also founded Sobek Expeditions, the first multinational river-running company, and the pioneering outfitter for active wilderness travel. Bangs has published 19 books and more than 1,000 magazine articles. He’s also produced a score of documentaries and all manner of digital media. He has lectured at the Smithsonian, the National Geographic Society, the Explorers Club, and other notable venues. He writes a semi-regular feature for HuffingtonPost.com, freelances for other print and online publications, and produces and hosts “Richard Bangs’ Adventures with Purpose,” as seen on National Public Television. In the early 1990s, Sobek merged with Mountain Travel to become Mountain Travel-Sobek, a leader in international adventure and eco-travel. Bangs also began TerraQuest, one of the first online travel projects, and was part of the founding executive team of Expedia.com. He also served as president of Outward Bound; created the “Well Traveled” series for Slate.com; and was founding editor and executive producer of MSNBC’s “Great Escapes.” Richard is currently the Chief Creative Officer of White Nile Media and serves on the board of directors for the Center for Responsible Travel (CREST). He lives in Venice, California, with his family.

Elizabeth Becker



Elizabeth Becker is the author of *OVERBOOKED: The Exploding Business of Travel and Tourism* (Simon and Schuster), a groundbreaking examination of the global tourism industry. Named an Amazon Book of the Year, *OVERBOOKED* has been praised as “required reading for anyone interested in the future of tourism” by Arthur Frommer, “the definitive account of the rise of modern tourism” by *Bloomberg Businessweek*, and “meticulously reported” by the *New York Times*. Ms. Becker is an award-winning journalist who covered international affairs for over three decades as a *New York Times* correspondent, as Senior Foreign Editor at National Public Radio and a reporter at the *Washington Post*, where she began her career as a war correspondent in Cambodia. At the *New York Times*, she was part of the staff that won the 2002 Pulitzer Prize for coverage of the 9/11 attack. At NPR she received two DuPont-Columbia Awards for coverage of South Africa and Rwanda. She is also the author of *WHEN THE WAR WAS OVER, A history of modern Cambodia and the Khmer Rouge*, which won a Robert F. Kennedy Book Award. She is a member of the Council on Foreign Relations.

Laura Hubber



Laura Hubber is a media expert, tourism consultant, and long-time producer and reporter for the BBC World Service. She was a Foreign Correspondent in Bosnia and Herzegovina for the *San Francisco Chronicle* and *The European* newspapers and has consulted and reported from around the world, including Afghanistan, Cuba, Egypt, Israel, Macedonia, Myanmar, Kurdistan, Turkey, and Rwanda. She has been a producer, editor, and writer for a number of award-winning prime time shows and was an American Lector and Soros Fellow at Sarajevo University. She currently lives in Los Angeles and serves as the President of White Nile Media.

David Jessop



David Jessop is a journalist, writer, and former association executive. He has an influential weekly syndicated and electronically circulated column that addresses international and hemispheric political and economic issues. It appears in leading newspapers in the Anglophone and Hispanic Caribbean as well as in publications in North America and Europe. He writes a fortnightly Business of Tourism column for the Jamaica Gleaner which is also circulated among industry professionals. He is the Editor of the weekly publication Cuba Briefing and the fortnightly, Caribbean Insight. In addition, Mr. Jessop is a non-executive Director on the Board of Jamaica National Money Services Ltd, a part of Jamaica National Group and provides high-level strategic support and advice on political, economic and trade policy issues related to the Caribbean on a consultancy basis. In June 1992, he founded the Caribbean Council with the support of the Caribbean and U.K. private sector and was appointed its first Executive Director, a position he retired from in 2014. As Director he worked closely with the Caribbean tourism, rum, sugar, and rice industries and Caribbean governments on a wide range of international policy issues. He is a former board member of the Caribbean Hotel and Tourism Association (CHTA).



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Jonathan Tourtellot



Consultant, journalist, and editor Jonathan B. Tourtellot specializes in sustainable tourism and destination stewardship. He originated the concept of geotourism, defined via National Geographic as “tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.” He founded and for nine years ran National Geographic’s Center for Sustainable Destinations, which continues today as the independent Destination Stewardship Center, www.DestinationCenter.org. He instituted and ran the landmark Destination Stewardship surveys published in National Geographic Traveler, 2004-2010. He speaks frequently at international conferences and is a designated National Geographic Explorer. His consulting firm is Focus on Places LLC.

Arnie Weissmann



Arnie Weissmann is Editor in Chief of *Travel Weekly*. He also serves as Executive Vice President/Editorial Director for its parent company, Northstar Travel Group. Weissmann’s involvement with travel journalism began in consumer media, publishing articles in dozens of national outlets, from the *Washington Post* to the *LA Times*. He entered business-to-business publishing after he launched the travel industry’s first destination information service, Weissmann Travel Reports, providing frequently updated, unbiased profiles of every country in the world. He also authored a best-selling geography textbook and served as publisher of critical hotel and destination guides for the travel industry in the U.S. and U.K. In 1999, he took on the role of senior advisor for business development for Northstar Travel Group and was appointed editor in chief of *Travel Weekly* in October 2001. Weissmann is seen regularly on PBS as a contributor to the television program “The Travel Detective.” His commentary has appeared on CBS, NBC, CNN, BBC and Sky News television, as well as NPR, SiriusXM, Armed Forces Network and Monocle radio. He has been quoted in the *New York Times*, *Wall Street Journal*, and *USA Today*, among other publications. Weissmann is on the board of the nonprofit Tourism Cares and has been a repeat guest lecturer at Cornell University School of Hotel Administration.



WWF’s Food Waste Reduction Initiative



World Wildlife Fund (WWF) is working to bring industries, including tourism, together to prevent food from being wasted. In 2017, WWF partnered with the American Hotel & Lodging Association, with generous support from The Rockefeller Foundation, to publish HotelKitchen.org – an online toolkit for hotels to prevent and manage food waste in their operations. As part of this initiative, in 2018, CREST and WWF-US worked together to enable three resort properties in the Caribbean to adopt the Hotel Kitchen guidance. More information on this and other WWF food waste programs can be found at www.worldwildlife.org/initiatives/food-waste.

WWF’s Food Waste team has worked with GW and CREST to make the September 27 World Tourism Day event at the Jack Morton Auditorium in Washington, DC a reduced waste event, with a focus on landfill diversion (composting), food recovery, and food waste prevention.

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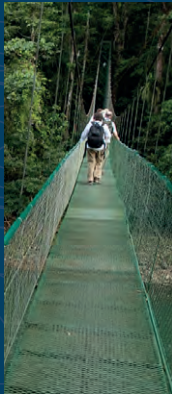
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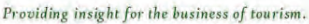
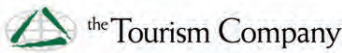
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Lunch will be catered by **Foodhini**, an online restaurant that serves up authentic multicultural meals, handcrafted by emerging immigrant chefs, delivered direct to your home for dinner. Order a meal online, pick a delivery date & time, and enjoy!

We hire and feature immigrant & refugee chefs, providing these talented individuals with a commercial kitchen space and high-quality ingredients to prepare and sell their home recipes direct to you. Our mission is to use meal delivery to create new job opportunities for communities of diaspora while at the same time introduce incredible cultural foods to our community.



The closing reception will, in part, feature wines donated from Glass House Winery. Glass House Winery is a boutique winery in the heart of Monticello Wine Trail in Central Virginia, crafting artisan wines made solely from grapes grown on the property and in Central Virginia. Their goal is to treat the Earth of Virginia as respectfully and gently as possible in the process.

Glass House is truly one-of-a-kind among wineries, offering estate wines, blends, a very unique chocolate wine, and Glass House Winery's own brand of handmade chocolates. There is a tropical conservatory attached to the tasting room, filled with tropical plants surrounding tables and walkways, where you are welcome to sip wines and enjoy a picnic during their business hours.

Glass House Winery was built as environmentally friendly as possible, while keeping it a viable business, using both solar and geo-thermal energy sources, and often using materials on the grapes such as clay to keep pests away, rather than more harmful sprays. It's an experience not to be missed.

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*Photos of Machu Picchu by
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Center for Responsible Travel

1225 Eye St. NW, Suite 600
Washington, DC 20005
202-347-9203 ex. 417

www.responsibletravel.org | staff@responsibletravel.org

International Institute of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY

2201 G St NW #301
Washington, DC 20052
202-994-8197

www.WorldTourismDayForum.com

