



**GLOBAL SUSTAINABLE
TOURISM COUNCIL**

**SUSTAINABLE
TOURISM
WORKSHOP**

**RIVIERA MAYA - MEXICO
DEC 1 - 3, 2014**

Sustainable Tourism Workshop. Global Criteria

<http://www.gstcouncil.org/participate-in-gstc/events/960-december-1-gstc-workshop-with-sustainable-riviera-maya.html>



Leadership training Workshop on Global Sustainable Tourism Criteria. Riviera Maya 1-3 december,2014

What is SUSTAINABLE RIVIERA MAYA - SRM?

Is an organization that promotes sustainable practices in our destination, placing value on the achievements in sustainability, businesses, government, academia, society and NGO's and supporting related initiatives in Quintana Roo

ITS MISSION:

Making Sustainable Tourism a development engine, generator of wealth, instrument of peace and at the same time, preserving the natural, cultural and social treasures, on a platform that promotes alliances and strategic actions for sustainability in Riviera Maya and Quintana Roo

Founded by communication - marketing professionals, specialized in tourism and with a passion for sustainability, aware of the importance of strengthening the mainstreaming of tourism, social inclusiveness, empowerment, entrepreneurship, environmental protection and cultural preservation, SRM has already organized two successful events :

- a. **In May 2011, the First Sustainable Investment Forum In the Riviera Maya**, at Fairmont Mayakoba, was carried out as a joint effort together with the real estate sector. Committed to Sustainable Development, SRM led the Forum, linking our state with, among others, UNWTO, EMPRETEC, Friends of UN, International Institute for Peace through Tourism, Mexican Council and International Council for Green Building, Stewart Co. and Proméxico, with whom a trade mission was jointly developed in Florida, creating links with chambers and other important state business associations.
- b. **In November 2102, the TULUM First International Conference on Sustainable Tourism**. With the support of the Governor of the state, the Marketing Destination Office for the Riviera Maya, and the endorsement of UNWTO, this event laid the foundation for the promotion and application of global criteria for destinations, hotels and tour operators, based on the case study of Tulum. The outcome was a declaration endorsed by more than 40 organizations whereby the parties undertake to move towards the adoption of public policies that promote Sustainable Tourism.

2014 TRAINING WORKSHOP ON GLOBAL CRITERIA.

1. Main objectives
 - a. **FOSTER** sustainable development as cross practice from tourism
 - b. **STRENGTHEN** presence of GSTC and disseminate the Global Criteria in Mexico and Latin America, through involvement of Federal, State and Municipal authorities, as well as the private sector.
 - c. **SUPPORT AND MONITOR** the process of adoption of the Global Sustainable Tourism Criteria to create in Riviera Maya, the appropriate momentum for Criteria adoption for tour operators, hotels and other facilities, as well as to establish the basis for the implementation and measurement of specific actions for sustainability, by training industry leaders who will in turn train executives and relevant operators in the area.
2. Proposal:
 - a. Leadership training workshop on Global Sustainable Tourism Criteria. Riviera Maya.
 - b. Dates: 1- 3 December, 2014
 - c. Location: Mayakoba. (venue to be determined)
 - d. Course – workshop fee: \$150 USD (3 days activities included)
 - e. Special hotel fees will be offered to participants
3. Proposed contents:
 - a. Day 1. Official Opening
 - b. Day 1. High level panel with public and private sector tourism leaders
 - c. Day 2 and 3. Training Workshop on Global Criteria. Delivery of Diplomas and Certificates. Closing ceremony
4. Panel Thematic Content:

"Sustainability, an added value in Tourist Destinations"

 - a. Positive impact of Sustainability in Destination Branding
 - b. Tourism and Community Development
 - c. Destinations and environmental – biodiversity value
 - d. Supply chain in Tourist Destinations
5. Addressed to:
 - a. Federal Secretary of Tourism
 - b. State Secretaries of Tourism Country
 - c. GSTC - Early Adopters
 - d. Public officials with decision making responsibilities in Tourism, Environment and Economic and Social Development
 - e. Hotel managers and developers
 - f. Leading Tour Operators and Tourist Guides Associations
 - g. Directors, management authorities of natural parks and eco-cultural sites
 - h. Representatives of NGOs , public organizations and communities committed to a more sustainable tourism

DIC. 1st

SCHEDULE	EVENT	IN CHARGE
8.30 – 9.00	Registration	RIVIERA MAYA DMO
9.00 – 10:30	OFFICIAL OPENING	SRM _ Beatriz Barreal
		Mayor Mauricio Góngora
		Tourism, Q. Roo, Laura Fernández
		Chair – GSTC Luigi Cabrini
		OMT - Message
		Gov of the State, Roberto Borge Angulo
		Fed. Min, for Tourism, M. Claudia Ruiz Massieu
10.30	OFFICIAL PHOTOGRAPHS	
10.35 – 11.00	NETWORKING - COFFEE BREAK	PRESIDIUM and Tourism Ministries
11.00 – 12.30	Panel of Experts	GSTC – Tourism Ministries – SRM – OHL. General Moderator: Luigi Cabrini
13.00 – 15.00	Lunch	
15.00 – 15.30	FREE TIME	
15.30 – 16.00	Tourism and local communities	Universidad del Caribe
16.00 – 16.30	Sustainable Tourism Trends and GSTC role	GSTC – LUIGI CABRINI
16.30 - 17.00	Coffee break	
17.00 – 17.30	NETWORKING	
17.30 – 19.30	TRAINING SESSION	GSTC
19.00 – 21.00	THEME DINING SESSION	

WORKSHOP. DEC. 2 & 3. 8 AM – 6 PM

TUESDAY DEC. 2nd.

SCHEDULE	EVENT	IN CHARGE
8.00 – 13.00	FIELD SESSION	
13.00 – 16.00	TRAINING SESSION	AMOS BIEN
16.00 – 16.20	COFFEE BREAK	
16.20 – 19.00	TRAINING SESSION	AMOS BIEN

WENESDAY DEC 3rd

SCHEDULE	EVENT	IN CHARGE
8.00 – 10.00	TRAINING SESSION	AMOS BIEN
10.00 – 10.20	COFFEE BREAK	
10.20 – 12.30	TRAINING SESSION	AMOS BIEN
12.30 – 2.00	LUNCH	
2.00 – 16.00	TRAINING SESSION	AMOS BIEN
16.00 – 16.20	COFFEE BREAK	
16.20 – 18.20	TRAINING SESSION	AMOS BIEN
18.20 – 18.30	BREAK	
18.30 – 19.30	CERTIFICATES	BOARD MEMBERS - GSTC

6. QUORUM EXPECTED. OPENING AND BOARD OF EXPERTS

- a. GSTC Board members, Charity Foundation and WTO - 8 pax
- b. GSTC Early Adopters - 3 pax
- c. AMBASSADORS AND LOCAL AUTHORITIES 17 PAX
- d. Mexico Ministries 30 PAX
- e. VIP 200 PAX

i. TOTAL. 258 PAX

7. QUORUM EXPECTED. TRAINING WORKSHOP.

- a. GSTC Board members and WTO - 8 pax
- b. GSTC Early Adopters - 3 pax
- c. AMBASSADORS AND LOCAL AUTHORITIES 17 PAX
- d. Entrepreneurs 20 PAX

i. TOTAL 48 PAX

8. ESTIMATED COST

- a. 150 usd

9. Tracking.

- a. Strengthen the operation and results of the Sustainable Tourism Committee Intersectoral Riviera Maya
- b. Continue the implementation of the recommendations of the Destination Assessment
- c. To create a culture of sustainability in
- d. Strengthen the practice of Global Sustainable Tourism Criteria - OMT-in the Target and extend their knowledge and application throughout the State
- e. Strengthen the presence of GSTC as a strategic ally of Destiny by Linker Agency, Riviera Maya Sustainable, AC
- f. To encourage the development of projects with public - private participation in specific practices under the principles of Sustainability Sustainable Development.
- g. Destination management committee must achieve a transformative agenda towards an inclusive, sustainable and people-centered, based on the fundamental values of human rights, equal and sustainable development. It should be based on objective and ultimate goals that are specific, one of the key strengths of the framework for ODM-but reorganize around four key areas:
 - i. The inclusive social development;
 - ii. Inclusive economic development;
 - iii. Environmental sustainability; and
 - iv. he peace and security

10. Contact

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