



Interactive Session on Sustainable Tourism

Date: September 19, 2018 (Wednesday)

Venue: IACC, Conference Room, Chennai

Time: 10:00a.m. – 11:30 a.m.

Activity report

Indo-American Chamber of Commerce in partnership with US Consulate General, organized a Talk by **Ms. Kathleen Pessolano, Destinations Program Director Global Sustainable Tourism Council (GSTC), USA on Sustainable Tourism.** The program was held on **Wednesday, September 19, 2018** at IACC Conference Hall, Chennai.

Global Sustainable Tourism Council (GSTC), USA is one of the world's leading standard-setting body for tourism sustainability. The session was moderated by Ms. Savitha K. Jegadeesan, Partner, Kochhar & Co.

The Speaker **Ms. Kathleen Pessolano** talked about the significance of Sustainable Tourism and how GSTC, a UN funded council, strives to reduce the negative impact of Tourism. She further discussed the various certification packages to Tour Operators, Hotels and Destination Sites. The presentation focused on how the world is beginning to adopt GSTC's standards on sustainability which is applicable to any part of the world.

Mr. N. Ramkumar, the Indian representative of GSTC, talked about the need for a climate change assessment as an impact on Tourism. He said that it makes more sense for private enterprises to comply with the standards of GSTC and not wait for regulations to enforce it. He talked about the significance of creating awareness and involvement of the community as a whole to implement the standards of GSTC thereby reducing the negative impact of unfettered Tourism.

Over 25 participants attended the session followed by a lively Q & A session. Ms. Sujatha Ravishanker, Director of Southern Region thanked the speakers and the participants for making the event a successful one.

Photo Captions:



Ms. Kathleen Pessolano, Destinations Program Director Global Sustainable Tourism Council (GSTC), USA discussing the various certification packages.



Ms. Sara Green Grass, Economic Officer, US Consulate General , Chennai addressing the audience.



Mr. N. Ramkumar, Indian representative of GSTC talking about the need for Climate change assessment impact on tourism



Ms. Kathleen Pessolano, Destinations Program Director Global Sustainable Tourism Council (GSTC), USA and Ms. Savitha K. Jegadeesan, Partner, Kochhar & Co. moderating the Q&A Session