

GSTC Country Representatives

Overview: Qualified and approved sustainable tourism experts who are committed to the mission of the GSTC serve as regional or national GSTC representatives.

The framework is flexible in terms of geographic territories, with a combination of representatives at the national level, regional level (various sizes of regions), and subnational for very large nations.

The position of Representative is not a paid position. The Representatives benefit professionally from the prestige and exposure of holding this title and position among the elite group of global thought leaders promoting sustainable tourism that is the GSTC community. Those Representatives who are also approved GSTC Trainers may conduct GSTC training courses and receive payment according to the terms of that program.

Positions as Representative are assigned by GSTC CEO Randy Durband based on their qualifications, motivation, and how their existing networks support GSTC's organizational needs, both in private sector and public sector tourism networks. Some, but not all, of these assignments will draw from the group of approved trainers of the GSTC Sustainability Training Program (STP), for which there is a three-member selection committee.

Roles of the Representatives -- within their designated region or country, each representative will perform these roles:

- Promote GSTC Programs, including:
 - Sustainability Training Program (STP)
 - Destination Program (DP)
 - Integrity Program (IP), whereby GSTC places a mark on sustainability standards, of which there are three levels: Recognition, Approval, and Accreditation
- Participate in at least one GSTC Event per year – the Annual General Meeting (AGM) or an authorized Regional Meeting -- at personal expense (GSTC will strive to minimize these expenses)
- For any regional event or AGM that is geographically suitable for active participation by GSTC stakeholders from the Representative's designated territory, the Representative will support the GSTC in meeting planning, preparation, and execution
- Speak at events on behalf of the GSTC, with prior written coordination and approval from the GSTC CEO

- Perform other tasks as mutually agreed with the CEO and/or the GSTC Market Access Working Group
- Perform any of these tasks outside their designated region as mutually agreed with the CEO
- Actively participate in GSTC social media campaigns by regularly posting bulletins relevant to sustainable tourism and GSTC activities in their region

GSTC Obligations to the Representatives:

- Provide training for this role
- Inform and engage them of activities and future plans related to their territory and of general global GSTC activities, programs, and policies
- GSTC membership free of charge (though membership dues are encouraged)
- Public acknowledgement of their names, territories, and roles on the GSTC website
- Provide GSTC design content for authorized use on the Representative's business cards (the use of which is optional)
- Secretariat supports activities of Representative, for example the CEO or other staff negotiate contracts for activities promoted and developed by the Representative

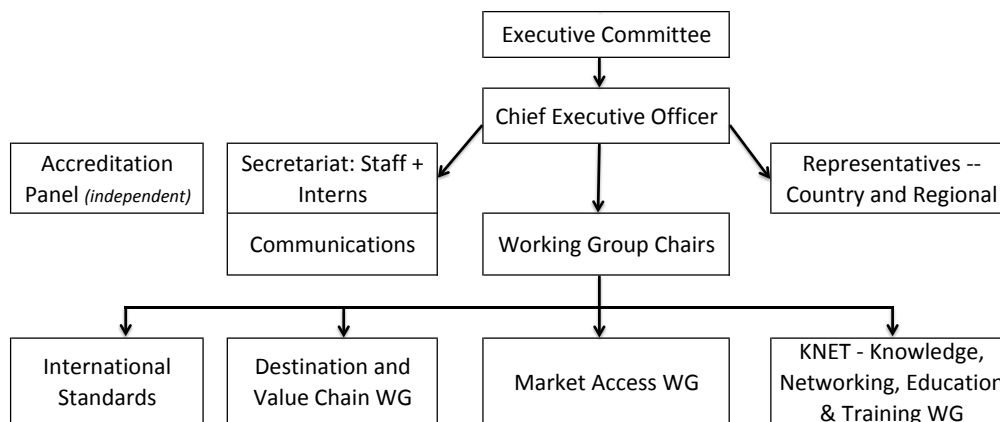
Representative's Obligations to the GSTC:

- Sign and honor the GSTC confidentiality agreement
- Sign and honor the Representative agreement
- Fulfill all duties and responsibilities necessary to complete the above list of roles; with a minimal requirement of generating at least one revenue-generating activity per year in their region, which includes one or more of the following: DP, STP, IP, Sponsorship, donations exceeding \$1,000
- Represent the GSTC in a positive, supportive, and professional manner in all professional interactions
- Report to the GSTC CEO on activities associated with the specified roles, plus any developments in their designated territory of relevance to the GSTC
- Maintain awareness of updates to GSTC programs and activities

GSTC Organizational Structure – The GSTC is governed by a Board of Directors which is led by an Executive Committee consisting of Chair, Vice-Chair, Treasurer, and Secretary. The day-to-day operations of the GSTC are conducted by the Chief Executive Officer, Director of Operations, independent consultants, volunteers, interns, and formal Working Groups consisting of GSTC members.

The Chief Executive Officer (CEO) provides strategic and operational direction to the Representatives. Representatives will also collaborate with GSTC Working Groups,

including but not limited to Market Access; Knowledge, Networking, Education and Training (KNET); and Communications.



Types of Representatives – These vary by geography, GSTC needs, and changing conditions. Territories may include: country, region(s) within a country, or a regional cluster of countries. GSTC may alter the assigned geographic territory based on written notice and agreement with a minimum 90-day written notice.

Titles contain the word “representative” following these sample patterns:

- “GSTC Country Representative, Republic of Korea”
- “GSTC Representative, State of Uttar Pradesh, India”
- “GSTC Regional Representative, Southern Africa” (with specific countries listed in a written agreement)

Qualifications of Representatives – Authorized Trainers of the GSTC Sustainable Tourism Training Program qualify based on the qualifications required for that position. Others must exhibit all or most of the following qualifications:

- Proof of deep knowledge of sustainable tourism issues as evidenced by papers, presentations, and/or field reports of projects they were/are personally taking a leadership role
- More than five years work experience in sustainable tourism in practice or as an academic researcher/lecturer
- Preference given to candidates who are GSTC members
- Proven networking capabilities at the national level, especially with national tourism and/or environmental public authorities
- Good negotiating and public speaking skills
- Professional fluency in English and in the principle language(s) of the country or region to represent
- Citizen of the country represented (exceptions may be made for legal residents of longstanding)

Application Process for Representatives – Applicants follow these steps:

1. Apply by sending the following to ceo@gstcouncil.org:
 - a. Letter stating your motivations for the position and key points about your qualifications
 - b. Current CV showing evidence of meeting the job qualifications
 - c. Endorsement letters from two or more professional contacts who can attest both to your qualifications and to your current network contacts with the private sector or public sector of travel and tourism in your country

2. Upon approval, complete and sign the “GSTC Representative Agreement”