

## GSTC Country Representatives

**Overview:** The GSTC does not seek representatives in all countries. Rather, we welcome support in the home country of persons who already know GSTC very well by virtue of long-time membership and engagement and who are willing to play this support role without financial compensation. The primary qualification is prior extensive engagement with the GSTC. *Persons who have not been a GSTC member or contractor for at least two years are not eligible and may not receive a reply from unsolicited applications.*

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 based on their qualifications, motivation, and how their existing networks support GSTC's organizational needs, both in private sector and public sector tourism networks.

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

- Raise awareness of GSTC Programs, including:
  - Sustainable Tourism Training Program (STTP)
  - Destination Program (DP) which consists of destination sustainability assessments and the STTP applied to destination managers and their stakeholders
  - GSTC Recognition of sustainable standards
  - GSTC Accreditation of certification programs
- Participate in at least one GSTC Event per year, at personal expense if necessary
- 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 GSTC Working Groups
- 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
- 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, STTP, Sponsorship, organization memberships, or donations
- 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 membership** – Country Reps must be GSTC members. Ideally, the Country Rep recruits his/her organization of employment or affiliation to become a GSTC organizational member.

**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.

**Qualifications of Representatives:**

- Minimum two years as a GSTC member or expert contractor on GSTC programs – *NOTE: please do not submit an application without this minimal requirement*
- 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
- 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
- Citizenship or legal residence of the country represented

**Application Process for Representatives** – Applicants follow these steps:

1. Apply by sending the following to [ceo@gstccouncil.org](mailto:ceo@gstccouncil.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 of public sector of travel and tourism in your country
  - d. Applications will be reviewed by the CEO, General Manager, and Board Chair
2. Upon approval, complete and sign the “GSTC Representative Agreement” and the GSTC Confidentiality Agreement