



GREEN DESTINATIONS 2024

Magallanes and Chilean
Antarctica, 10-12 December

Conference Program





GREEN DESTINATIONS 2024

Magallanes and Chilean Antarctica, 10-12 December

GD2024 Global Conference – Program Day 1

Place: Hotel Dreams

Date: Wednesday, 11 December 2024

8:30 10:30	Day 1 - Opening session Welcoming words by hosts and keynote speakers		
Coffee Break			
11:00 12:45	"Exploring Sustainable Tourism in Magallanes: Strategies for Empowerment"	"Protecting Nature and Communities: Conservation and Resilience Through Sustainable Tourism"	"Sustainable Tourism and Cultural Heritage: Transforming Communities and Preserving Biodiversity"
Lunch Break			
14:15 16:00	"Pioneering Sustainability: International Strategies in Tourism Destinations"	"Showcasing Chile's Natural Heritage: Promoting sustainable tourism through conservation and innovation"	"Pathways to Sustainability: Climate Action, Green Energy, and Conservation in Tourism"
Break			
19:00 23:00	GD2024 Conference Dinner GD Awards and Certification Ceremony and 2024 Top 100 Stories Ceremony		

● Plenary: Punta Dúngenes

● Room: Sala de Truco

● Room: Bahía Félix

- Plenary: Punta Dúgenes

Exploring Sustainable Tourism in Magallanes: Strategies for Empowerment

This panel explores innovative approaches to sustainable tourism, focusing on local empowerment and environmental preservation. From transforming ranching into conservation in Torres del Paine to eco-plastic accommodations in Chile, participants will discover practical solutions for sustainable practices. The discussion also highlights Antarctica21's responsible Antarctic tourism and the transformative Ruta de los Parques de la Patagonia programme, addressing challenges and opportunities in conservation and nature tourism development.

Moderator: Victor Roman, Regional Director – SERNATUR Magallanes y Antártica Chilena

Speakers:

- Mauricio Ruiz, Corporación Nacional Forestal (CONAF) – Chile: “Protected Areas in Magallanes, Chile: Their Past, Present, and Future”
- Mauricio Kusanovic Olate, ONG AMA Torres del Paine: “Forging a sustainable future: from Ranching to Conservation in Torres del Paine”
- Catalina Ovando Arias, Antarctica21 – Chile: “Navigating the Ice: Antarctica21's Sustainable Practices for Responsible Antarctic Tourism”
- Andrea Guzmán Leiva, Riverside Camp by Chile Nativo Travel – Chile: “From Waste to Resource: Pioneering Eco-Plastic Accommodations in Chile!”
- Rafaele Di Biase, Ruta de los Parques de la Patagonia – Chile: “Tourism and conservation in the Route of the Patagonian Parks”

**11:00
12:45**

Lunch Break

Pioneering Sustainability: International Strategies in Tourism Destinations

This panel showcases innovative approaches to sustainability adopted by leading tourism destinations worldwide. Speakers will share success stories and strategies for balancing environmental conservation, community well-being, and economic growth. From implementing green initiatives to fostering international collaborations, the session highlights practical solutions and forward-thinking policies that redefine sustainable tourism. Attendees will gain insights into replicable models and emerging trends that empower destinations to lead in responsible and impactful tourism practices.

Moderator: Albert Salman, Green Destinations International – The Netherlands

Special guest: Jana Apih, Green Destinations Foundation and Good Place – Slovenia

Speakers:

- Victor Fernández, La Buena Huella – Spain
- Beatriz Barreal, Riviera Maya Sostenible – Mexico
- Monique Chen, Sustainable Travel Taiwan – Taiwan
- Elissa Anne Keenan, Ecotourism AU – Australia

**14:15
16:00**

- Room: Sala de Truco

Protecting Nature and Communities:

Conservation and Resilience Through Sustainable Tourism

This panel highlights the vital role of sustainable tourism in preserving ecosystems and supporting communities. Topics include a 40-year assessment of Catalonia's Marine Reserve of Les Illes Medes, the socio-environmental resilience of Mexico's San Crisanto Mangroves, and Peru's Tingo María National Park's conservation efforts. Chilean Patagonia's portal communities will showcase their approach to integrating local participation with conservation strategies, emphasizing the balance between nature protection and community empowerment.

Moderator: Josep Capella, Green Destinations Partner – Spain

Speakers:

- Josep Capella, Municipio Torroella de Montgrí-L'Estartit – Spain: "Assessment 40 Years of the Marine Reserve of Les Illes Medes, L'Estartit, Catalonia"
- José Inés Loría Palma, San Crisanto, Yucatán – Mexico: "San Crisanto Mangroves: A Pillar of Resilience and Socio-environmental Cohesion/Manglares de San Crisanto: Pilar de Resiliencia y Cohesión Socioambiental"
- Lorenzo Luis Flores Cordero, Parque Nacional Tingo María – Peru: "Tourism as a tool for conservation, the case of Tingo María National Park"
- Germaine Vela-Ruiz Figueroa, Estrategia de Comunidades Portal de las áreas protegidas de la Patagonia chilena – Chile: "Portal communities in the protected areas of Chilean Patagonia"
- José Carlos Nieto Navarrete, Servicio Nacional de Áreas Naturales Protegidas por el Estado – Peru: "Sustainable Experiences: Opportunities for social and economic development in natural protected areas"

**11:00
12:45**

Lunch Break

Showcasing Chile's Natural Heritage:

Promoting sustainable tourism through conservation and innovation

This panel highlights Chile's commitment to sustainable tourism through conservation and innovative practices. Presentations include exploring Patagonia's hidden gems like Alato Palena and the Laguna de Los Cisnes Natural Monument, transforming the "Ruta de los Seismiles" into a sustainable destination, and the success of Nahuelbuta in the Green Destinations Top 100. Additionally, insights into Torres del Paine's municipal tourism ordinance demonstrate how good governance supports nature conservation and community-focused tourism development.

Host: Felipe Vera Soto, Green Destinations Vicepresident – Chile

Speakers:

- Natalia Elizabeth Ibáñez Baeza, Municipalidad Palena – Chile: "Alato Palena – Patagonia's best kept treasure"
- Marcela Godoy Espinoza, PTI Turismo de Montaña Ojos del Salado – Chile: "Challenges of a management model for transforming the 'Ruta de los Seismiles' into a sustainable tourist destination"
- Alejandro Núñez Guerrero, Centro de Formación Técnica de Magallanes (CFT de Porvenir) – Chile: "Laguna de Los Cisnes Natural Monument: An Ecotourism Destination Inspiring Conservation and Environmental Education"
- Patricia Ávila Montero, Municipalidad de Torres del Paine – Chile: "Good practices in municipal tourism management: Tourism Ordinance of the commune of Torres del Paine"

**14:15
16:00**

- Room: Bahía Félix

Sustainable Tourism and Cultural Heritage: Transforming Communities and Preserving Biodiversity

This panel explores how sustainable tourism drives community transformation and biodiversity preservation. Highlights include the pioneering efforts of an ancestral Argentine Puna village, regenerative cultural tourism in Mexico, and the sustainable development of a capital city. The session also delves into the integration of tourism and conservation along the iconic Route of the Patagonian Parks, showcasing innovative strategies to harmonize cultural heritage preservation with environmental stewardship.

Moderator: Paola Cairampoma, Green Destinations Partner – Peru

Speakers:

- Paola Cairampoma, Eco Social Invest – Peru: “Experiences of Sustainable Tourism in Peru”
- Jose Piu, Universidad Católica de Salta (UCASAL) – Argentina: “Ancestral village in the Argentine Puna pioneers in developing Sustainable Tourism”
- Abril Palma, Municipio Slnanché, Yucatán – Mexico: “Biodiversity and Regenerative Tourism of Cultural Heritage”
- Cristian Argel Guerrero, Turismo Kayak Agua Fresca – Chile: “Underwater Biodiversity and Blue Tourism in the Strait of Magellan”
- Francisca Aylwin, Ruta de los Parques de la Patagonia – Chile: “Tourism and conservation in the Route of the Patagonian Parks”

**11:00
12:45**

Lunch Break

Pathways to Sustainability: Climate Action, Green Energy, and Conservation in Tourism

This panel explores innovative approaches to sustainability in tourism, focusing on climate action and green energy. Presentations include insights from the Green Hydrogen Accelerator, Punta Arenas' Climate Action Plan, and Explora's conservation-focused exploration of remote territories. Additionally, the role of state policies in creating conditions for sustainable tourism development highlights how strategic governance supports environmental stewardship and economic growth in the tourism sector. Together, these discussions pave the way for a greener tourism future.

Moderator: Josep Capella, Green Destinations Partner – Spain

Speakers:

- Ian Corcoran, Agencia de Sostenibilidad Energética – Chile: “Green Hydrogen Accelerator: Lessons Learned and Opportunities in Tourism”
- Juan Marambio, Explora – Chile: “Exploring remote territories as a pathway to conservation”
- Marisol Espino, Secretaría de Estado de Ambiente, Santa Cruz – Argentina: “The role of state policies in providing the conditions for sustainable tourism development”
- Laura Azócar Ulloa, Centro de Energía-Universidad Católica de la Santísima Concepción – Chile: “Research for the production of SAF at the UCSC Energy Centre: Integrated process of pyrolysis and high efficiency catalytic hydrogenation”

**14:15
16:00**



GREEN DESTINATIONS 2024

Magallanes and Chilean Antarctica, 10-12 December

GD2024 Global Conference – Program Day 2

Place: Hotel Dreams

Date: Thursday, 12 December 2024

8:30 10:30	Day 2 – Opening session Welcoming words by hosts and keynote speakers		
Coffee Break			
11:00 12:45	"Empowering Local Communities: Sustainable Tourism, Cultural Heritage, and Environmental Stewardship"	"Partnerships for Progress: Certification and Sustainable Tourism Development"	"Regenerating Southern Patagonia: Sustainable Transformation for the Region's Future"
Lunch Break			
14:15 15:45	"Innovative Approaches: Responsible Tourism in Latin America"	"Sustainability in Focus: Chilean Destinations Advancing Green Tourism"	"Collaborating for a Sustainable Future: Collaboration and Innovative Energy Solutions"
Break			
15:50 16:30	GD2024 – Closing Ceremony GD2024 closing ceremony, celebrating milestones and looking to the future		

● Plenary: Punta Dúngenes

● Room: Sala de Truco

● Room: Bahía Félix

- Plenary: Punta Dúgenes

Empowering Local Communities: Sustainable Tourism, Cultural Heritage, and Environmental Stewardship

This panel highlights initiatives that empower local communities through sustainable tourism and cultural heritage preservation. Discussions include insights from the Indigenous Tourism Association of Canada, a community-based tourism model in Mexico's Mayan communities, and the empowerment of indigenous women in agrobiodiversity conservation. Additionally, the panel explores how cultural tourism fosters a virtuous circle of prosperity and conservation, showcasing successful strategies for integrating community well-being with environmental stewardship.

Moderator: Hugo de Jong – Green Destinations Foundation, The Netherlands

Special presentation: Sébastien Desnoyers-Picard, Indigenous Tourism Association of Canada

Speakers:

- Román Caamal, Community Tours SianKaan – Mexico: “Community Tourism Model based on the Mayan communities of the Yucatan Peninsula”
- Veronica Zambrana, Destino Rurrenabaque Madidi Pampas – Bolivia: “Empowerment of indigenous women in the conservation of agrobiodiversity”
- Ivan Blumenschein, Rota do Enxaimel – Brazil: “Cultural Tourism: Creating a Virtuous Circle of Prosperity and Conservation”
- Araceli Sosa, Secretaria de Turismo de la Municipalidad de Río Gallegos – Argentina: “Sustainable Tourism Development: The Transformation of a Capital City”

Lunch Break

Innovative Approaches: Responsible Tourism in Latin America

This panel highlights cutting-edge practices and trends shaping responsible tourism across Latin America. Topics include Chile's sustainable tourism initiatives, Peru's successful experiences in promoting sustainability, and key insights into emerging tourism trends across the region. Additionally, the Asociación Colombiana de Turismo Responsable shares its impactful work in fostering responsible tourism practices. Together, these presentations provide a comprehensive look at innovative strategies driving sustainability and community development in Latin America.

Moderator: Hugo de Jong, Green Destinations Foundation – The Netherlands

Special presentation: Felipe Vera Soto, Green Destinations Vicepresident – Chile

Speakers:

- Vanessa Angulo Yaranga, Ministerio de Comercio Exterior y Turismo (MINCETUR) – Peru: “Destination Peru: Challenges and opportunities for sustainable tourism”
- Catalina Oteiza, Transforma Turismo de CORFO – Chile: “Transforma Turismo: Public-Private Governance for Sustainable Development”
- Laura Durana Posada, Asociación Colombiana de Turismo Responsable (ACOTUR) – Colombia: “ACOTUR, Tourism as an engine of opportunity for development and conservation”

11:00
12:45

14:15
15:45

- Room: Sala de Truco

Partnerships for Progress: Certification and Sustainable Tourism Development

This panel explores the power of partnerships in advancing sustainable tourism. Highlights include Los Órganos' destination approach to building alliances for effective destination management, the role of certification programs in driving development projects, and the connection between tourism and mental health. Additionally, Travolution showcases how aligning communities with sustainability fosters holistic destination development. Together, these presentations demonstrate how collaboration and innovative strategies create meaningful progress in sustainable tourism.

Moderator: Malu Mayorga, Green Destinations Partner – Brazil

Speakers:

- Beth Bauchwitz, Instituto DEL – Brazil: “Latin American Tourism Trends”
- Samanta Hilda Calle Ruiz, Municipalidad Distrital de Los Organos – Peru: “Los Órganos: Building partnerships for sustainable tourism management”
- Grissel Gonzalez, Empréndete Consulting Group y Estancia Mercedes – Chile: “Tourism and Mental Health”
- Stephanie Carmody, Travolution – Chile: “Travolution: Allying Communities and Sustainability for Destination Development”
- Jose Luis Paredes, Cabo de Hornos – Chile: “Exploring the End of the World Puerto Williams”

11:00
12:45

Lunch Break

Sustainability in Focus: Chilean Destinations Advancing Green Tourism

This panel highlights the inspiring efforts of Chilean destinations participating in Green Destinations Programs. Presentations showcase innovative approaches to sustainability, from preserving natural and cultural heritage to implementing green practices that drive tourism development. Discover how these destinations are leading the way in advancing sustainable tourism, fostering community involvement, and protecting the environment, setting an example for responsible and impactful tourism in Chile and beyond.

Moderator: Elisabeth Boon – Green Destinations Solutions, Belgium

Speakers:

- Francisco Roncagliolo, Ilustre Municipalidad de Cisnes – “Chile: Meeting point: Is this the way to comprehensively develop our territory?”
- Ignacio Carrasco, Corporación de Turismo Cerro Castillo – Chile: “Community at the heart of Protected Area management”
- Franco Rojas, Arica Siempre Activa / Camarones, & Cristian Zavala, Ilustre Municipalidad de Camarones – Chile: “Camarones: experiences from the north of Chile on heritage rescue as a mechanism to strengthen sustainable tourism”
- Luis Molina, PTI Corfo Valle del Aconcagua – Chile: “Local Governance and Working in Partnership: Keys to Sustainable Tourism Development”

14:15
15:45

- Room: Bahía Félix

Regenerating Southern Patagonia: Sustainable Transformation for the Region's Future

This panel highlights innovative approaches to sustainable development in Southern Patagonia. Topics include the "Patagonia Circular" initiative, the Torres del Paine Legacy Fund's impactful tourism model for protected areas, and the role of scientific outreach in conservation and sustainable tourism. Additionally, the session explores transformative practices shifting from livestock to conservation in Torres del Paine, showcasing collective efforts to ensure a thriving and sustainable future for the region.

Moderator: Josep Capella, Green Destinations Partner – Spain

Speakers:

- Fiorella Repetto-Giavelli, Torres del Paine Legacy Fund – Chile: "The Torres del Paine Legacy Fund: An innovative impact tourism model to collectively steward protected areas"
- Timothy Dhalleine, WILDNESS – Chile: "Content Creation: a Catalyst for Sustainable Travel in Torres del Paine"
- Bernardita Ortiz Landaeta, Patagonia Circular – Chile: "Sustainable solutions to climate change"
- Rafaela Retamal, Planeta Agua – Chile: "Scientific Outreach: A Pillar for Conservation and Sustainable Tourism in Patagonia"
- John Ojeda, Las Torres Patagonia – Chile: "Sustainability in Action: A look from Las Torres Patagonia towards a more planet-friendly future"

11:00

12:45

Lunch Break

Collaborating for a Sustainable Future: Collaboration and Innovative Energy Solutions

This panel explores the intersection of sustainability, innovation, and collaboration in tourism and energy. Presentations highlight public-private partnerships as a foundation for sustainable tourism, cutting-edge research at the UCSC Energy Centre on high-efficiency catalytic hydrogenation, and visionary approaches to building a more sustainable future. Together, these discussions showcase how collaboration and innovative energy solutions drive progress toward a greener and more resilient tourism industry.

Moderator: Beatriz Barreal, Green Destinations Partner – México

Speakers:

- Javier Silva, SQM Lito – Chile: "Sustainable Tourism, a new meeting point for public-private collaboration"
- Marco Larson Bosco, SKY Airline – Chile: "How do we take off towards a more sustainable future?"
- Ivan Torres Estrada, Ilustre Municipalidad de Punta Arenas – Chile: "Punta Arenas Climate Action Plan and Tourism"

14:15

15:45



gd2024.greendestinations.org/program
events@greendestinations.org