



The Butterfly Effect of Sustainable Tourism Initiatives from South Asian Island Nations



September 11, 2024



3:30 PM (Sri Lanka)

Register at:

www.scotwebinars.org

Who Should Attend:

- Community Leaders
 - DMOs
 - Local Governments
 - Students
 - Media and Promoters
 - Local Communities
 - University Educators
 - Researchers
 - Environmentalists
- ...and the general public

This webinar series focuses on the role that tourism plays in small host communities, providing an online platform which bridges tourism theory and practice. This webinar introduces tourism sustainability practices of Sri Lanka and the Maldives, covering local resources, social caring for local communities and staff, as well as hotel energy solutions using new technology applications. After welcome remarks, the moderator will set the stage and invite panelists from the two South Asian countries to share their knowledge and experiences in their respective situations. Based on their remarks, and benefiting from the ensuing discussion, a summary of lessons learned will be shared with the participants.

MODERATOR XU JING

Mr. Xu Jing worked as regional director for Asia and the Pacific in the United Nations World Tourism Organization (UNWTO) from 2004 to 2020 and served as the executive secretary of the Organization for 4 years. At present, he also serves as a board member of the International Mountain Tourism Alliance (IMTA) and a member of the Mekong Tourism Advisory Group. Currently he also serves as the Vice Chairman of the Global Tourism Economy Research Centre (Macao). Graduated from Beijing International Studies University, majoring in English, he received a master's degree in Tourism Management from the University of Surrey, UK. His current research focus is on the implementation of the United Nations Sustainable Development Goals (SDGs) in the tourism industry and tourism development policies in Asia.

PANELIST HASHAN COORAY

Hashan Cooray is a third-generation hotelier. His grandfather, Herbert, founded Jetwing in 1973 with a humble 6 bedroom property on the golden shores of Negombo. Today, Jetwing has grown to be one of the most respected brands in the tourism and hospitality industry with over 50 years of experience in providing authentic Sri Lankan hospitality to travelers from around the world. He currently overlooks all sales and marketing functions of Jetwing Hotels as its Director of Marketing and Development.

PANELIST SASHIKA KALUWAHEWA

Joining the Jetwing family in 2013, Sashika currently functions as Manager – Sustainability, overseeing the brand's many environmental sustainability initiatives. With both a Bachelors and Masters in Environment Management, she blends academic rigor and practical expertise, highlighting her understanding of environmental issues and ability to integrate theoretical knowledge with impactful solutions. She has played a key role in implementing environmental management systems and developing related policies and strategies that drive the brand's commitment to sustainability. Her responsibilities extend to coordinating sustainability practices across Jetwing's hotels, analyzing sustainability metrics, fostering communication among teams, and ensuring continuous improvement in environmental performance.

PANELIST HUGO PEDROSA

Hugo Pedrosa is a 42-year-old Portuguese professional with an academic background in economics, holding an MBA in Business Management and another MBA in Green and Sustainable Project Management. After a decade and a half working in finance, Hugo decided to change his life, leading him to accept a management role in a project in the Maldives. In 2019, he co-founded Ecoboo and embarked on the construction of the eco boutique hotel as a project manager, closely monitoring the entire process until its operational launch. The hotel was built on the P5 program by GPM, an institution through which Hugo is a certified project manager.