



**RESET Tourism Sustainably, 25<sup>th</sup> May 2021 (Start 8.30am UK time/ +1 GMT)**

Streamed on the TLC Harmony website: <http://www.tlcharmony.com>

Live elements from Barnsley House, Barnsley, Cirencester, Gloucestershire, UK

**AGENDA & SPEAKERS:**

Timings INDICATIVE ONLY		AGENDA / TOPIC (draft)	SPEAKERS	COUNTRY
8.30 am	2 mins	RESET Tourism Sustainably (video 2 mins)	Harmony Golden Ratio	Global/ UK
8.32am	5 mins	WELCOME & INTRODUCTION - Reset Tourism. Sustainably	Nicki Page Founder, Leo Downer, Exec Director, TLC Harmony, with Hywel George, former BBC and Sky Broadcaster and Journalist/ Global Filmmaker	Live Wales/ London, England
8.37	2 mins	RESET (2 mins)	HRH Prince of Wales	UK
8.39	6 min	WELCOME to Global Speakers	Hywel George, former BBC and Sky Broadcaster and Journalist/ Global Filmmaker Nigel Huddleston MP, Minister for Sport and Tourism	Live
8.45	10 mins	OPENING 1	Mr Taleb Rifai . UNWTO Former Secretary General.	Jordan
8.55	10 mins	OPENING 2	Dr. Abdulla Mausoom, Minister of Tourism, Maldives. PhD Sustainability	Maldives

9.05	10 mins Incl link	<b>Beyond Green Preferred Hotels &amp; Resorts</b>	<b>Costas Christ</b> , Co-founder and Brand Leader, Beyond Green, Preferred Hotels & Resorts	<b>Global/ Dubai</b>
9.15	10 mins	<b>Well-being of Future Generation (Wales) Act 2015</b> Intergenerational Justice, the heart of Sustainability	<b>Jane Davidson</b> Pro Vice-Chancellor Emeritus, UWTSO (previously Minister for Environment, Sustainability and Housing)	<b>Live</b>
9.25	10 mins	<b>Generation Z.</b> Research review on the views of 18–24-year-olds on Climate, Travel & Tourism	<b>Prof. Dr. Willy Legrand</b> , Department of Hospitality, Tourism and Event Management IU International University of Applied Sciences with <b>Nienke du Preez</b> – 3rd year Bachelor Tourism Management, <b>Charis Fuchs</b> – 3rd year Bachelor Hospitality Management, <b>Aneliya Antova</b> - 2nd year Bachelor Hospitality Management	<b>Germany</b>
9.35	10 min	<b>My Bhutan</b> The Carbon Negative Nation	<b>Matthew R. DeSantis</b> , CEO, My Bhutan	<b>Bhutan</b>
9.45	2 mins	<b>UN Making Nature Count (2 min)</b> Beyond GDP Making Nature Count, Environmental Economic Accounting	<b>Elliot Harris UN Chief Economist</b> United Nations Department of Economic and Social Affairs	<b>Global</b>
9.47	5 mins	<b>Harmony Golden Ratio</b> True Cost and Pricing for harm Impacts to Biodiversity, Climate and Heritage and	<b>Leo Downer</b> , Executive Director, Discussing the Harmony Golden Ratio, the sustainability audit and outcome framework for travel tourism and hospitality	<b>Live</b>
9.52	3 mins	<b>Offsetting Carbon and Greenhouse Gases</b>	<b>Mark Simpson</b> , CEO, CO2 Balance	<b>Live</b>
9.55	10 mins	<b>Coral Nurture Program</b> Restoring Coral Reefs to Empower Tourism, an example from the Great Barrier Reef	<b>Professor David J Suggett</b> , University of Technology, Sydney/ Future Reefs Program	<b>Australia</b>
10.05	10 mins	<b>Banyan Tree Hotels and Resorts</b>	<b>Jean-Paul Riby</b> , CEO, TLC Staying Well Speaking with <b>Chi Phan</b> , AVP Business Development, Banyan Tree Hotels & Resorts Pte Ltd	<b>Vietnam</b>

10.15		<b>Sustainable Hospitality</b> The future of hospitality and its role in sustainability	<b>Harry Murray MBE</b> , Chairman Lucknam Park Hotel & Spa/ President of HOSPA (the Hospitality Professionals Association)	Wiltshire <b>LIVE</b> Gloucestershire, England
10.25	15 mins	<b>Exploring the growth and significance of Cultural Heritage Tourism</b>	<b>Stephanie M Jones</b> - CEO & Founder, Cultural heritage Tourism Alliance (CHEAGLOBAL.org); <b>Chris Flynn</b> , CEO. World Tourism Association of Culture and Heritage (WTACH.org); <b>Ben Sherman</b> - Chairperson, World Indigenous Tourism Alliance (WINTA.org). Moderated by <b>Carolyn Childs</b> CEO, My Travel Research	Global/ Australia
10.40	10 mins	<b>AlUla Saudi Arabia, Heritage Tourism Development</b>	<b>Philip Jones</b> , CMO.	Saudi Arabia
10.50	9 mins	<b>Responsible Tourism</b>	<b>Harold Goodwin</b> , Professor Emeritus, Manchester Metropolitan University and Responsible Tourism Partnership	Global/ Faversham, UK
10.59	1 min	<b>Zen Resort Bali (first 1.04mins of video)</b>	<b>Mahendra Shah</b> , Founder Zen Resort Bali, Sustainable Development Advisor and Inclusive Tourism Business Consultant, PhD University of Cambridge	Bali
11.00	10 mins	<b>PANEL - Hywel George moderating</b> <ul style="list-style-type: none"> <li>• <b>Happiness Index for Hotels and Hospitality</b></li> <li>• <b>Sustainable Spas, Therapies &amp; Beauty</b></li> </ul>	<b>Motti Essakow</b> , Co-Founder and Chief Imagineer, Rhythms by Design/ Co-Founder Nestwell  <b>Lucy Brialey</b> , Founder UK Sustainable Spa Association	<b>Live</b> Gloucestershire, England
11.20	10 mins	<b>Economic Incentives for Sustainable Tourism</b>	<b>Natalia Danilochkina</b> : management consultant Sigmania <b>Hon. Thassanee Wanick</b> : Founder Green Building Council Brazil and FMR Board Member World GBC <b>Mr. Gines Martinez</b> : CEO Jumbo Tours Espana and co-founder, Green and Human Consortium	Global/ UK

11.30	15 mins	<b>PANEL - Hywel George moderating</b> <ul style="list-style-type: none"> <li>• Sustainable Entrepreneurship</li> <li>• Hydrogen Fuel Cell Eco Car Company</li> <li>• Sustainable and Social Impact Architecture and Building practises</li> </ul>	<b>Professor David A Kirby</b> , Holder of The Queen's Award for Enterprise Promotion (Professor of Entrepreneurship University of Wales), with <b>Felicity Healey-Benson</b> , Harmony Entrepreneurship <b>Craig White</b> , BSc Arch, AA Dip, FRSA, founding Director of the Chartered RIBA, CEO, Agile Property & Homes <b>Hugo Spowers</b> , Founder and Chief Engineer, Riversimple, Hydrogen Fuel Cell Eco Car	<b>Surrey Wales Bristol LIVE Gloucestershire,</b>
11.45	15 mins	<b>PANEL - Hywel George moderating</b> <ul style="list-style-type: none"> <li>• Sustainable Gloucestershire</li> </ul>	<b>Led by Steve Gardner</b> , Gloucestershire Partnership	<b>LIVE Gloucestershire, England</b>
12.00	5 mins	<b>PART ONE END – Wrap Up</b>	<b>Nicki Page</b> Founder, <b>Leo Downer</b> , Exec Director, TLC Harmony, with <b>Hywel George</b> , former BBC and Sky Broadcaster and Journalist/ Global Filmmaker	<b>LIVE Gloucestershire, England</b>
<b>PART TWO - Video streams Introduced by Hywel George</b>				
tbc		<b>Dusit Resorts Thailand</b>	<b>Paul Hawco</b> , Corporate Director of Wellness, Dusit International	<b>Thailand</b>
tbc		<b>Mekong Tourism Coordinating Office.</b> Inter-governmental Responsible Tourism across Thailand, Vietnam, Cambodia, Laos, Myanmar, and China	<b>Jens Thraenhart</b> , UNWTO Affiliate Member, CEO Mekong Tourism Authority	<b>Thailand, Vietnam, Cambodia, Laos, Myanmar, and China</b>
tbc		<b>Plant Safaris – Fusing Nature Conservation and Tourism</b> The case for Frankincense	<b>Denzil Phillips</b> , Director, Frankincense Alliance Oman <a href="http://www.globalfrankincensealliance.com">www.globalfrankincensealliance.com</a>	<b>UK/ Oman</b>
tbc		<b>Reset Tourism Japan.</b>	<b>Professor Joseph Cheer.</b> Wakayama University With <b>Kazue Nakamoto</b>	<b>Japan</b>

<b>tbc</b>		<b>Women Warriors of Wellness in the UAE</b> Sustainable Wellness led by women.	<b>Daniella Russell</b> , Managing Director at DRG Project Management Services; with, Julie <b>Lewis</b> and <b>Aisha Al Ameer</b> .	<b>United Arab Emirates</b>
<b>tbc</b>		<b>Tourism's role and Impact in Wildlife Conservation and Preservation</b>	<b>Kate Krukiel</b> Sera Africa/ UN	<b>Kenya</b>
<b>tbc</b>		<b>Zen Resort Bali</b> (full video)	<b>Mahendra Shah</b> , Founder Zen Resort Bali, Sustainable Development Advisor and Inclusive Tourism Business Consultant, PhD University of Cambridge	<b>Bali</b>



TLC

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BARNLSLEY HOUSE



**ONEVOICE**



**visitgloucestershire**

## What are Professionals across Sustainability, Tourism, and the Built Environment, Saying about the TLC Harmony's Sustainability Approach?



**Jennifer Jordan-Saifi,**

Household of The Prince of Wales & The Duchess of Cornwall, Clarence House, London

*"Thank you so much for sharing these inspiring documents".*

*"HRH is very eager to explore..... meaningful collaboration"*



**Patty Clement**

Sustainable Markets Chief Operating Officer

*"The work you have done to incorporate the Harmony principles is incredible".*



**Taleb Rifai,**

Former Secretary General UNWTO

Sustainability is such an important outcome of Covid, I am, therefore, ready to support TLC Harmony, as they strive to support a sustainability position of tourism development in leaping forward to protect our environment, our societies and our economies and thus sustaining life on earth.



**Dr. Abdulla Mausoom,**  
**Minister of Tourism, Maldives**

Maldives' economic dependence on tourism makes it absolutely essential we continue to focus on sustainable tourism development, whilst we embark on nationwide tourism expansion initiatives and celebration of our tourism industry's Golden Jubilee in 2022. We endorse the TLCs sustainable tourism initiative to Reset Tourism Sustainably”.



**Professor David A Kirby,** Holder of The Queen's Award for Enterprise Promotion  
(Professor of Entrepreneurship University of Surrey/ UWTSD)  
(Tourism and Academia)

“Apart from being an enthusiastic and energetic advocate of wellness tourism Nicki, the founder TLC Wellness Tourism, is a passionate pioneer of the Prince of Wales' Harmony approach to sustainability. Together with her partner, Leo Downer, she has produced the world's first Harmony Kite Mark for Wellness Tourism - the Harmony Golden Ratio. Through it she is aiming to help tourism businesses embrace sustainability and minimise their impact on the environment, something long overdue. And for which she and Leo are to be commended.”



**Harry Murray MBE, Chairman Lucknam Park Hotel & Spa & President HOSPA,**  
**The Hospitality Professionals Association**

“The UK Hospitality Industry must act responsibly and do everything possible to support Government achieve its sustainability targets, I am looking forward to supporting TLC's commitment to global hospitality and tourism sustainability at their RESET Tourism event”.



**Professor Nick Campion,**  
**Harmony Institute University of Wales Trinity Saint David**

“Absolutely amazing.”





**Robert Ryan, Director, Ryan Resources Ltd**  
(Sustainability in Infrastructure)

“Looking at something through a Harmony lens immediately opens the door to improved performance and greater Harmony. Taking waste management as an example in a resort setting enables guests to understand the effect of consumption, its value, costs and local opportunities including local leadership and education - such as food waste composting use on the resort estate. Other opportunities would likely be directed to reducing pollution such as specific collection and management of plastics. Looking at management systems and working towards positive outcomes locally has a wider and longer-lived effect at the resort and in guests and employee thinking leading to greater customer engagement and community leadership”.

(client examples: Defra, GRG, Western BioEnergy, EcoPowerSoft, Earthworm Capital, Eunomia (LB Camden and Surrey CC), CPL and Nippon)



**A Page. Sika Technical Management** (Construction)

“As a materials expert for over 30 years specialising in admixture building the tallest and longest and airport developments in the world, I applaud the work of TLC and the aspirations for the Golden Ratio to protect people and our planet. Green technology in concrete recipes is continually being upgraded and refined so we in the construction and development phase can align to a world imperative. “

(client examples: Crossrail Farringdon; Severn Power Station, Gwent; Túnel Emisor Oriente, Mexico; Hydro SA, Zug, Switzerland)



**Jean-Paul Cassia, +Cassia** (Architecture and the Built Environment)

“As the paradigm shift in sustainability permeates across all industries, creating real estate that supports and enhances the search for more responsible ways of existing is a story onto itself. In the ripples of the ongoing pandemic, building stories in our daily lives will now increasingly include the pursuit of a certain harmony that is a good for people, planet, and prosperity. Harmony builds sustainable stories. “

(Client examples: Sun Group; HH Sheikh Hamdan Bin Zayed Al Nahyan; Al Arabiya)

“We are delighted that the Harmony Institute is supporting Go Gloucestershire and the Visit Gloucestershire Partnership’. Tourism is vital to the Gloucestershire local economy; we want to maintain our wonderful offering here in the Cotswolds and surrounding areas. We involve all our partners in the sustainability programmes our organisation has in development, it has never been a more important time for us to unite, collaborate and share best practice.”



WORLD TOURISM ASSOCIATION  
FOR CULTURE & HERITAGE

**Chris Flynn, President and CEO, World Tourism  
Association for Culture and Heritage**

“Research indicates traveller motivations and intentions continue to change with an increased focus and desire for more authentic, immersive and aspirational experiences post Covid19. Cultural Heritage Tourism (CHT) is emerging as a critical element of these findings, therefore now is the time put in place responsible and sustainable plans that seek to protect and preserve what makes a destination unique.

We look forward to discussing and exploring the changing dynamics of the CHT sector and much more during the TLC – Reset Tourism event.”



HOTELS & RESORTS

**Paul Hawco, Corporate Director of Wellness,  
Dusit International**

At Dusit, we are committed to making sustainability a part of everything we do.

We engage our staff, partners, and guests on our journey with a positive impact towards a greener planet and a more sustainable future.

Within our commitment to environmental, economic, and social sustainability, we have a 360-degree approach across our entire operations, with a focus on our guest's wellness journey, a journey which inspires our guests to create intentional habits and rituals that can pave the way for sustained wellbeing. As people increasingly filter their travel experiences through a holistic wellness lens, guests, organizers, and participants will become more and more interested in destinations that have a holistic wellness approach and that are environmental conscious and proactive.

"We see an amazing opportunity for Thailand to reset as a wellness destination, serving as a catalyst to build renewed interest and trust which can kickstart tourism in general."

**Steph , Upgrade Publishing,** Eco-Hotel Investment Summit Jan 2021, Wellness and Sustainability Panel

“Thank you, guys, - you were awesome and Nikki - you kicked butt and I got messages saying how much people enjoyed your panel”

## **ONEVOICE**

**Richard Buckworth**

Richard is a Producer and Director with over 25 years’ experience in TV broadcast working on major broadcasts for various clients including BBC, BskyB, IMG Media & ESPN and who is currently combining his skills and knowledge in launching a new online content platform entitled OneVoice. *“Providing TLC with my extensive experience in video and media broadcasting aligns with my ambition to spread strong messages about sustainability to a wide audience and help individuals and companies like TLC contribute to the discourse that will hopefully avert our headlong rush towards disaster as a species”.*



**Dawn Davis**

"we have all the ingenuity, resources and expertise to transform tourism to meet net zero carbon 2030 targets, let's do it!"

**Mohamed KAOUD, President Tourism and Aviation Committee at Egyptian Junior Business Association**

*“We, the Egyptian Junior Business Association, support Nicki Page, Founder TLC Global, as the company looks to build sustainable tourism destinations. New hotel projects and resorts in Egypt and around the world through their industry contacts and Golden Ratio thinking.”*