

Green Globe Partner (China) Launches New Website



LOS ANGELES, California - Green Globe Partner (China) Ltd. has been established to encourage national parks, hotels, attractions, and travel agents, among other tourism-related businesses and organizations, to adopt an environmentally friendly and sustainable approach in their daily operations.

Green Globe Certification CEO, Mr. Guido Bauer, said, "It is important for Green Globe to have a partner on the ground in such an important region as China. This partnership will deliver important advice and information to Green Globe members via its new website and through its network of environmental professionals."

Green Globe Partner (China) Ltd. CEO, Mr. Steven Cheung Fui, said, **"Our mission is to promote sustainable tourism practice for the travel and tourism industry in the greater China region.** In addition, we will be encouraging and educating Chinese tourists to adopt responsible travel practices focused on purchasing environmentally-friendly tourism products and services.

"Our greater aim is to play a significant role in the elimination of environmental problems in our region. The expansion of ecotourism development in China has led to many national parks, nature reserves, and geoparks being established in recent decades. The Green Globe Certification System is essential for providing guidelines to park managers and stopping inappropriate tourism activities that may threaten these invaluable natural resources," added Mr. Cheung.

Green Globe Partner (China) Ltd. represents Green Globe across China and will deliver Green Globe's certification for sustainable operation and management of tourism enterprises. To assist tourism businesses and their supply partners complete sustainability certification, Green Globe Partner (China) Ltd. coordinates the best auditing and consulting services for Green Globe members in the region. This local representation also means Green Globe members can receive high-quality service at reduced costs throughout the certification process.

ABOUT GREEN GLOBE CERTIFICATION

Green Globe Certification is the worldwide sustainability system based on internationally-accepted criteria for sustainable operation and management of travel and tourism businesses. Operating under license, Green Globe Certification is based in California, USA, and is represented in over 83 countries. Green Globe is the only certification brand to be an affiliate member of the United Nations World Tourism Organization (UNWTO), is partly owned by the World Travel and Tourism Council (WTTC), and a member of the Caribbean Alliance for Sustainable Tourism (CAST) governing council.

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