

Chris Barzman

President, Hawai'i Ecotourism Association
Concierge Manager, Expedia Local Expert

Chris Barzman is the current President of the Hawai'i Ecotourism Association and has been a member since 2012. Prior to serving as President, Chris served as the Sustainable Tourism Certification Program Chair, working to collaborate and develop the program which provides tour operators resources to operate more sustainably. Chris also works for Expedia Local Expert as a Concierge Manager, which provides local recommendations to Hawaii's visitors. Chris holds a Masters degree from Hawai'i Pacific University's in Global Leadership and Sustainable Development, emphasizing in Sustainable Tourism and a B.S. in Business Administration from San Diego State University. Chris has worked in the tourism sector for nearly a decade on projects including the Green Business Program's Green Business Program for Hotels, the CORAL Reef Alliance's Hotel Stewardship guide and consulting various tour operators about integrating sustainable practices into their daily operations.

Hawai'i Ecotourism Association

Founded in 1995, The Hawai'i Ecotourism Association has as its mission to protect Hawai'i's unique natural environment and host culture through the promotion of responsible travel and educational programs relating to sustainable tourism. HEA administers Hawai'i's only Sustainable Tourism Certification for Tour Operators. The certification offers a comprehensive assessment program that (1) Educates commercial tour operators and community stakeholders on certification and best management practices for the responsible use of natural and cultural resources; (2) Ensures credibility using third party assessment for tour providers whose operations positively affect the natural and cultural resources, contribute to conservation, and help sustain local communities; and (3) Increases visibility of sustainable tourism operators and raise awareness amongst visitors. www.hawaiiecotourism.org