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Seleni Matus has spent more than 15 years designing and directing large, multi-stakeholder initiatives in Latin America and the Caribbean that have enhanced the quality of tourism offerings and helped to ensure the long-term health of natural ecosystems. These include the Mesoamerican Reef Tourism Initiative and the Sustainable Destinations Alliance of the Americas. She currently is the Executive Director of The George Washington University's International Institute of Tourism Studies and Adjunct Professor.

Seleni served as a founding member of the Mesoamerican Ecotourism Alliance and served on the Global Sustainable Tourism Council's board of directors. Seleni currently serves as a member of the Caribbean Tourism Organization's Sustainable Tourism Committee, as well as Steering Committee of the Sustainable Tourism Zone of the Caribbean.



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