
Susan Santos de Cardenas



A pioneer advocate specializing on sustainable tourism development and stewardship initiatives with community social responsibility at grassroots application. She had been a staunch innovator, resource person in learning and capacity building workshops for sustainable tourism to include Ecotourism, Community-based and Agri-Tourism promotion.

Susan specializes in sustainable tourism development with Community Social Responsibility (CSR) applicable at the grassroots. She was a consultant and adviser for Local Government Units (LGUs) in the Philippines for grassroots communities with focus on organic farm tourism, environmental conservation, climate change mitigation, disaster preparedness, management and recovery. She initiated The Coron Initiative to promote and implement conservation actions and protection of the island's marine ecology and biodiversity, help to form private and public partnerships on Sustainable Development and Tourism goals; and to promote social responsibility and environmental integrity for the fastest developing prime tourist destinations in the Philippines.

She is Founding Board Member of the Asian Ecotourism Network, Global Leaders member and Green Destinations Partner and Representative for the Philippines and Southeast Asia.

A savvy tourism professional and hotelier with more than 20 years' experience managing sales, marketing, operations, events - M.I.C.E. and human resources for small and luxury hotel resorts, tour operators, travel agencies, lifestyle events and publications, in the Philippines, Singapore, Peru, Japan and currently, based in Jakarta, Indonesia.