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# Global Tourism Leader Sets New Standards for Environmental Stewardship

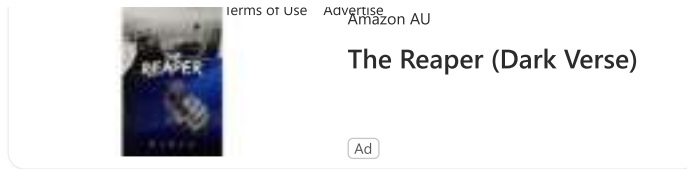
Story by Dennis Buckley • 1mo • 3 min read



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(Suet Ki Chu with the Commissioner for Innovation & Technology of Hong Kong)

"In the face of pressing global environmental challenges, it's not just policies that need to change, but also perspectives," says Suet Ki Chu, the visionary behind Global Linkers Travel Limited, reflecting on her company's latest sustainability initiative.



At a time when climate change and environmental degradation headline daily news, the tourism industry finds itself at a crossroads. Where does one find the balance between world exploration and supporting the preservation of Mother Nature? As CEO of [Global Linkers Travel Limited](#), Chu has her fingers on the pulse of this focal point in society, championing a transformative approach to sustainable tourism.

With an innovative model that intertwines global events, such as international sports matches and educational tours, and shows a profound respect for indigenous cultures, Chu's efforts have redefined her company's environmental footprint. At the same time, she establishes a new industry benchmark in its entirety.

With Global Linkers Travel Limited as her tool of choice, Chu has catalyzed a wave of change in an indispensable industry that has long been taking a toll on the environment. The tourism magnate ensures that the essence of travel still revolves around the magic of traversing uncharted waters while making it an enriching experience for both the traveler and the environment.

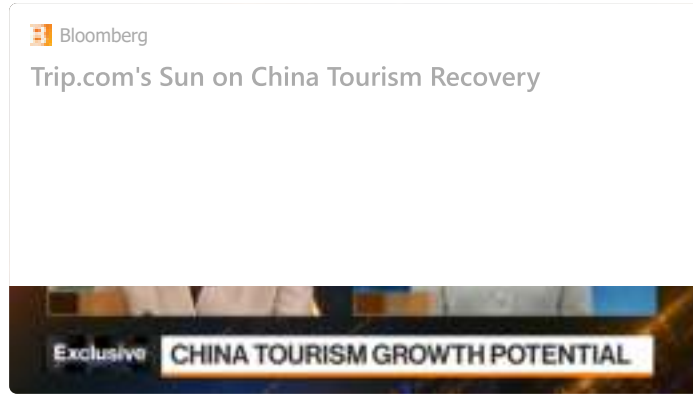


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## Blazing a Trail for Sustainable Tourism


Built on the fundamental idea that environmental kindness is not a mere byproduct of travel but a vital component of it, Chu is an eco-hero that resets the tone of the tourism industry. Under her leadership, Global Linkers has pioneered initiatives that promote cultural exchange and environmental stewardship.

[▶ Related video: Trip.com's Sun on China Tourism Recovery \(Bloomberg\)](#)



*"Our commitment goes beyond mere compliance with environmental standards; we aim to create a lasting positive impact,"* Chu asserts. For instance, it has become a best practice at Global Linkers to collaborate with indigenous landowners in Australia's Torres Strait to offer high-value tourists an immersive cultural experience while ensuring the community's traditions and ecosystems are preserved. This movement forms the ultimate coalescence of environmental awareness and cross-border explorations without eliminating the fun of hopping on a plane to kick back on a dream vacation.

With a strong emphasis on inclusivity and cultural respect, Chu's enterprise has evolved into something more meaningful than a travel agency alone. The bonus that tourists from China and Hong Kong bask in is the alignment of both eco and geotourism that spotlights unique geological features and landscapes.



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While ecological preservation and rehabilitation is an immense team effort that may not be achievable overnight, the Global Linkers' CEO has her sights set on promoting this notion through eco-initiatives that contribute to local conservation efforts, local economies, and community development.

## The Future of the Global Tourism Landscape

Chu remains optimistic as the industry navigates the complexities of sustainable development. *"Change is a journey, not a destination,"* she reflects. *"Every step we take toward sustainability paves the way for a better future, not just for tourism but for the planet."*

Geotourism is an underserved sector, but Chu has made it one of her mission pillars to promote the authentic indigenous heritage of locations worldwide. This experiential learning shatters barriers, instilling a profound sense of diverse wisdom that only global tourism beyond the classroom can offer.


Opening doors for lesser-known geological wonders, Chu possesses a true skill for pointing tourists in the direction of the world's hidden



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## A World Worth Exploring

Chu's reflective observation highlights the intersection of ambition and responsibility that defines her leadership. *"Beyond creating memorable experiences, our mission includes ensuring that those experiences contribute to a world worth exploring for generations to come,"* she concludes.



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Through her commitment to environmental stewardship and cultural integrity, Chu directs Global Linkers Travel Limited to a more sustainable and inclusive global tourism. Poised to be the [most eco-friendly travel medium](#) on the map, Global Linkers will connect travelers to landscapes unseen yet worth experiencing.

Globetrotting gives travelers wings, and with the environmental care curated by Chu through Global Linkers, there is no need to clip them to save the planet. The international tourism industry is headed for a healthier change, and Suet Ki Chu is sustainably leading the way.

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