Responsible Tourism Management Spotlight: Rethinking Success in Tourism

May 17th 2019 – May 18th 2019

Photo credit: Ellen Bulthuis
Morning Session: Rethinking success in tourism

Venue: RB 546

8.45 – 9.15: Tea / coffee and registration

9.15 - 9.30: Welcome from Prof. Rhodri Thomas, Dean of School Events, Tourism and Hospitality Management

9.30 - 10.00: Introduction and current measures of success: the ‘Growth Fetish’
   Dr Davina Stanford, Course Director, Leeds Beckett University

10:00 - 10:30: Strategies for dealing with success: the response of the private sector
   Gerben Hardeman, Travel Tomorrow at ANVR

10:30-11:00 TEA / COFFEE BREAK

11:00 - 11:30: Strategies for dealing with success: the response from the public sector
   Dr Ko Koens, Associate Professor, Breda University of Applied Sciences

11.30 - 12.00 Tourism impacts and measuring success
   Anna Waddilove Koens, Lecturer, Academy for Tourism, Breda University of Applied Sciences; Freelance (sustainable) tourism consultant

12.00 - 12.30 Alternative approaches to measuring success. Obstacles and practical solutions for data collection and monitoring in the field: case study from Kayah, Myanmar [via Skype]
   Peter Richards, Consultant on Cultural Tourism Development and Market Access
   Potjana Suansri, Consultant for cultural tourism development and capacity building, ITC

12:30-1:30 LUNCH

1 Please note as far as possible this programme is up to date, but may be subject to some changes

2 Hamilton, 2003
**Afternoon session: Rethinking success in tourism**

**Venue: RB 546**

13.30 - 14.00: Alternative metrics for success: measuring well-being for the Tour de Yorkshire

   Lucy McCombes, Senior Lecturer, Leeds Beckett University

14.00 – 14.30: Rethinking the Marketing of Destinations

   Vicky Smith, Founder of Earth Changers and DeFRA Year of Green Action Ambassador

14.30 – 15.00: How successful can tourism be?

   Jeremy Smith, Travindy

15:00-15:30 TEA / COFFEE BREAK

**Venue: RB208 and RB207**

15.30-17.00 Workshop: Revisiting our definition and application of Responsible Tourism

17.00 Close and move to All Bar One for informal networking

   Address: D, The Electric Press, 4 Millennium Square, Leeds LS2 3AD

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**18th May 2019: optional Tales of a City Tours walking tour**

10.00 - 12.00

Contact Davina Stanford (d.j.stanford@leedsbeckett.ac.uk) to confirm attendance
Dr Ko Koens is a Senior Lecturer at Breda University of Applied Sciences, and research fellow at the Dutch ‘Centre of Expertise Leisure Hospitality’ (CELTH) and the University of Johannesburg. His main fields of interest are sustainable urban tourism, overtourism, slum tourism, city hospitality and sustainable destination management. Ko is co-author of the UNWTO Report ‘Overtourism? Understanding and managing urban tourism growth beyond perceptions’ and the academic journal article ‘Is Overtourism Overused?’ as well as editor of two books on slum tourism. Currently he manages the Horizon 2020 funded research project Smart City Hospitality (www.scithos.eu).

Anna Koens has over 10 years’ experience in sustainable tourism. Whilst studying for her MSc in Responsible Tourism Management at Leeds Beckett University, she continued in her employment at the UK’s leading sustainable transport charity, Sustrans. Following her studies, she project managed two UK-based rural economic development projects aiming to create sustainable tourism destinations.

In 2013 she moved to The Netherlands, taking up research positions at Breda University of Applied Sciences (BUas) and subsequently at Hasselt University (Belgium). In 2017 she returned to a role as an independent tourism consultant which she has combined with a lecturing role within the Academy for Tourism at BUas.

Gerben Hardeman works for ANVR - the Dutch Travel Trade Association and has more than 14 years of experience in the travel and tourism industry (b2b and b2c). He is responsible for ANVR’s Travel Tomorrow initiative: a collaboration and networking platform to make the travel sector more futureproof. Responsible tourism is an integral part of that.

Gerben has considerable experience in setting up multi-stakeholder collaborations with the private sector, public sector, and NGO’s. He works collectively with travel companies and other stakeholders to embed sustainability into the tourism supply chain. In 2018 Gerben was part of a Dutch TV-documentary on over tourism.
Meet the Speakers

Since 2009 **Lucy McCombes** has been employed at Leeds Beckett University as a Research Fellow and Senior Lecturer teaching on the MSc Responsible Tourism Management course. She has also worked on a range of tourism-related external consultancy and research projects.

Lucy is also an international consultant for ITC and is involved in developing community-based tourism and the Ninki Nanka Trail in The Gambia. Prior to her current employment, she has five years’ experience in urban regeneration in the UK and a further 5 years in community development in Mali, The Gambia, India and Jamaica.

**Peter Richards** currently works as a consultant on cultural tourism tour development and market access for the International Trade Centre of the United Nations in Kayah, Myanmar. He has extensive experience in Thailand and the ASEAN region, working in the private and NGO sectors.

Beginning his career in 2000 as a Responsible Travel Coordinator for Intrepid Travel, Peter has since undertaken diverse consultancies for responsible tour operators since 2010, working for NGO’s and international organisations such as the UN, EU, The Travel Foundation and WWF.

**Vicky Smith** has worked in tourism for over 23 years and in sustainable tourism for over 13. She has headed up operations for major tour operators such as TUI and Virgin Holidays as well as working with sustainable tourism accreditation organisations. She has also published in academic journals with her MSc Responsible Tourism Management thesis on The Online Marketing and Greenwashing of Volunteer Tourism.

Vicky has brought her skills together to launch a sustainable tourism start up - Earth Changers which show cases some of the world’s most impactful tourism destinations.
Meet the Speakers

Throughout a 30 year career at the crossroads of community development and rural cultural tourism, Ms. Potjana Suansri has dedicated herself to the task of empowering local people: striving to bring the struggles and successes of Thailand’s rural communities to the attention of Thailand’s urban and middle classes.

Ms. Suansri is recognised as Thailand’s foremost pioneer of community-based tourism (CBT). Her work has led to greater recognition of the importance of local community participation in sustainable rural tourism development, and provided multiple innovative tools and processes to realise this in practice.

Jeremy Smith is a writer and consultant in tourism and sustainability, whose work explores the relationships between travel, wellbeing, our connection with nature and storytelling. He is the co-founder and editor of the sustainable tourism news site Travindy; writes a fortnightly column for World Travel Market; and his most recent book is Transforming Travel - realising the potential of sustainable tourism (CABI, 2018). Current and recent clients include Tripadvisor, National Parks England, the Latin American Tourism Association, the European Travel Commission, and the Travel Foundation.

Dr Davina Stanford is the course director for the Responsible Tourism Management MSc at Leeds Beckett University. Her research interests include responsible tourist behaviour, destination management and responsible tourism transport in protect areas. She has worked on a number of consultancy projects for companies such as VisitEngland and has been contracted by UNWTO to deliver capacity building workshops on Destination Management.

Prior to joining Leeds Beckett University, Davina worked for TEAM Tourism Consultancy. Her role with TEAM included projects with UNWTO and she contributed to UNWTO publications including ‘A Practical Guide to Tourism Destination Management’.
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Alexandra Kenyon  
Leeds Beckett University

Kathrin Kloeti  
Leeds Beckett University

Ko Koens  
Breda University of Applied Sciences

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Caroline Major  
Freelancer

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RTC - Responsible Tourism Consulting

Tania Phayre  
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Christin Radtke  
Hostelling International

Fidelma Ray  
CycleWest Ireland

Peter Robinson  
Leeds Beckett University

Ioannis Skyrianos  
Leeds Beckett University

Jeremy Smith  
Travindy

Vicky Smith  
Earth Changers

Davina Stanford  
Leeds Beckett University

Emily Stevenson  
Tales of a City Tours

Suzel Taber-Shaw  
Scandinavia Only

Sarri Tapales  
ARTKITEKTURA Festival

Arnau Teixidor Costa  
Travel Foundation

Rhodri Thomas  
Leeds Beckett University

Jane Turner  
Leeds Beckett University

Anna Wadilove Koens  
Breda University of Applied Sciences

Sophie Walker  
InsideAsia Tours

Craig Wilson  
Visit County Durham

Monique Williams  
Leeds Beckett University

Simon Woodward  
Leeds Beckett University

Krystal Zamora  
Basecamp Hospitality
This is the only responsible tourism course in the world certified by the UNWTO TedQual programme, established by the United Nations World Tourism Organisation. It is taught by staff with first-hand experience in tourism management, research and consultancy, who will share their global expertise with you.

Staff who teach on the course have played a leading role in responsible tourism and the hospitality movement through development work in industry which enables students to play an important role in this sector. We deliver the course in a variety of ways to fit with work and other commitments. Those looking for continuous professional development can opt for a distance learning programme which can be studied online and choose to study one of the modules listed. The MSc can also be studied full time on campus in Leeds.

- Responsible Tourism Theory & Practice (*Distance Learning Only*)
- Ethical Tourism Business Management
- Tourism Destination Management: Roles & Responsibilities
- Marketing Responsible Tourism
- Communities, Culture & Heritage
- Tourism for Local Economic Development & Poverty Reduction
- Natural Resources & Environmental Management.

*Three modules needed for a Postgraduate Certificate or six modules for the Postgraduate Diploma.*

For more information about the course check out the link below:  
https://courses.leedsbeckett.ac.uk/responsibletourism_msc/  
Or contact Dr Davina Stanford, Course Director  
Telephone: 0113 81 25521  
Email: d.j.stanford@leedsbeckett.ac.uk
Earlier this year Responsible Tourism Management students travelled to The Gambia for a one-week study tour. Throughout the tour students had the opportunity to apply what they have learned during the Responsible Tourism Management MSc with a variety of interactive activities, workshops, site visits to responsible tourism locations, and guest lectures from Responsible Tourism Management alumni.

Responsible Tourism Management students worked alongside Gambian students to aid in developing a responsible tourism walking tour of the capital city Banjul. Students also had the opportunity to join the Ninki Nanka trail in pursuit of the Ninki Nanka dragon. The Ninki Nanka trail is a new responsible tourism development product set up by local Gambian stakeholders with input from the Responsible Tourism Management team.

Email Davina Stanford d.j.stanford@leedsbeckett.ac.uk to register your interest for our next Gambia Study Tour.

“The Ninki Nanka Tour was an incredible travel and study experience. I learned more in one week than I ever thought possible.”

— Responsible Tourism Management Student