

UNWTO Webinar: *Seizing the opportunity: Enhancing digital skills for the development of rural tourism*

Friday, 8 May 2020 (12.30 – 13.30 – CET)

Speakers bios

Sandra Carvao, Chief, Tourism Market Intelligence and Competitiveness, UNWTO



Sandra Carvão is Chief of Tourism Market Intelligence and Competitiveness at the World Tourism Organization (UNWTO) since June 2018. Before that, she was Chief of Communications and Publications for 8 years until May 2018 where she was responsible for UNWTO's strategic positioning.

Prior to this post, Sandra was Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in Tourism Services Department between 2007 and 2010. During this period, Sandra coordinated the Tourism Resilience Committee created by UNWTO to address the impacts of the global economic crisis 2008-2009 on tourism. Prior to joining UNWTO in 2003, Sandra held a position as market manager in the Portuguese National Tourist Office in Lisbon. Sandra has a degree in International Relations, Economics Branch, by the Instituto de Ciências Sociais e Políticas/Universidade Técnica de Lisboa and a postgraduate degree in Marketing by the Universidad Complutense de Madrid

Montserrat Peñarroya, Program Manager of the Degree in Digital Business at La Salle (Universitat Ramon Llull) and Expert in Digital Transformation



She is a leading specialist in digitizing companies and organizations. Graduated in Tourism, with a Postgraduate in Foreign Trade and International Marketing, and a master's in information Society. He is currently pursuing a Phd in Business Model Adaptation.

She is also the Director of the Degree in Digital Business at La Salle – Universitat Ramon Llull in Barcelona.

Since 2014 she is being collaborating with the United Nations World Tourist Organization (UNWTO) as “course facilitator” helping regions and countries to achieve their digital transformation.

On a professional level, Montserrat Peñarroya is the General Manager of Quadrant Alfa (a consultancy firm), has been the General Manager of GEA Internet Project Consulting

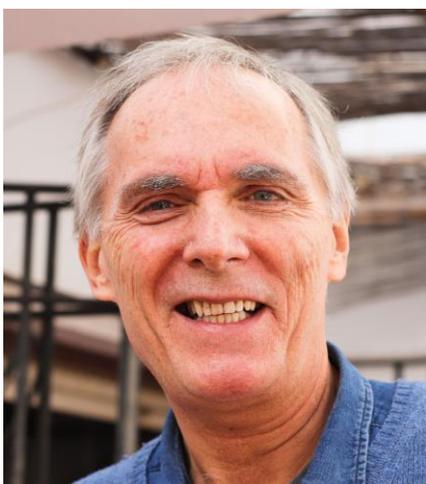


(a digital marketing firm for the tourism industry), founder and Manager of the Consulting Area of Alt64, a business firm consecrated to digital marketing software and hardware (the Toby eye trackers among other tools), and founder of the 3ISIC Research Institute.

She has also been General Manager of the electronic publishing house of the Intercom Group Noticias Online, responsible, among others, for the following publications: Noticias.com, LaEmpresa.net and SoloJuegos.com. Within Intercom, she was the creator and foundational shareholder of Comercio Digital S.A., which she also managed for 4 years. This firm specializes in the set-up and exploitation of portals of classified advertisements and online markets (SoloStocks.com). Currently, Solostocks.com is the biggest B2B marketplace in Spain, according to OJD and Alexa.

Specialist in international digital marketing, digital marketing in Tourism, eBusiness, strategy, digitalization of entrepreneurial processes, exports through digital markets and the pinpointing of improvement opportunities through digitalization for small and medium-sized businesses, she acts as a consultant of ACC10 and several Chambers of Commerce as well as PIMESTIC, for the Departament de Cultura de la Generalitat de Catalunya and for the Agència Catalana de Turisme.

Klaus Ehrlich, Secretary General, European Federation of Rural Tourism



Klaus Ehrlich studied Economics - Business Administration at the University of Siegen (Germany) from 1976-1983, with one year at the University of Sevilla (81/82). Co-founder and manager of several entrepreneur associations related with rural tourism in Spain (RAAR, AHRA) from 1991 until 2006. Since 2002 he has been responsible for the management of EuroGites – European Federation of Rural Tourism as general secretary. Involved in working groups and consultative bodies at the European Commission related with tourism, rural development, and digital economy.

Professional experience and background relate to managing private trade organisations, representing and providing advisory services to micro- and nano tourism services. Special expertise in fostering sustainable local development through tourism, engagement and cooperation with the local communities, digital economy, vocational training concepts, research and follow-up of visitor's quality perception, and development of nature or culture-based tourism products. Overall responsible for the organisation and content of the 6 editions of the European Congress on Rural Tourism since 2003, and of the conferences on Sustainable Tourism for Rural Development. Participation in working groups and consultative bodies of the European Union such as the Civil Dialogue Group on Rural Development, the Charter for Sustainable Tourism in Europe, work group on rural businesses, skills in tourism, and other expert groups. Professional contacts in 25 countries, including transitional and developing economies, which allows drawing on a wide scope of both theoretical and practical experiences at all stages of sustainable tourism development.

Sanne Meijboom, Founder of I Like Local (The Netherlands)



Sanne Meijboom is a passionate entrepreneur who believes in the idea that organizations need to make a shift from profit maximization to the right balance in profit making and social & environmental value creation. She recently made it to the list of the top 100 inspiring woman travel founders by Travel Massive.

She is the founder of I Like Local, a travel startup that provides authentic, immersive travel experiences to travelers while providing

a sustainable source of income for local people and community organizations in developing countries throughout Asia and Africa. Her goal is not only to provide travelers with something authentic and off-the-tourist-trail but to make a positive impact at the same time.

I Like Local was one of the ten sustainable tourism startups that was awarded a grant from the 2019 Booking.com Booster Program and recently was announced winner at the United Nations World Tourism Organization's Global Startup Competition.