

The Summer School Organising Committee

Anne-Maria Makela

Seinäjoki University of Applied Sciences, Finland



Mrs. Anne-Maria Mäkelä has been working in the field of sustainable tourism close to 20 years. She is specialized in sustainable tourism marketing and product development strategies. Her expertise areas cover policies, strategies, stakeholder approaches, management and master planning, project formulation, and poverty alleviation through tourism. She has been contracted by the UN World Tourism Organization, United Nations Development Programme and the Netherlands Development Organisation (SNV) in developing countries such as Albania, Moldova, Egypt, China, Ghana, Mongolia, North Korea, Far East Russia, Vietnam, Indonesia, Timor Leste, Lao PDR, Thailand, and Cambodia. At the Seinäjoki University of Applied Sciences she is managing and implementing EU-funded projects and assists various research groups in applying international funds for their projects. Ms. Mäkelä holds a Masters Degree specialized in international marketing from the Turku School of Economics and Business Administration.

Eileen Gutierrez

George Washington University, USA



Mrs Eileen Gutierrez is a sustainable tourism development professional with over a decade of experience at global, national, and community levels in Latin America, Africa, and Asia.

Currently, Eileen consults with the George Washington University's International Institute of Tourism Studies (GW IITS) on course and project development. Eileen developed the Project Development for Sustainable Tourism: A Step by Step Approach seminar for USAID, GW and UNWTO Themis Foundation Tourism (<http://rmportal.net/library/collections/gsta/project-development-for-sustainable-tourism-a-step-by-step-approach/view>).

Previously, Eileen played a pivotal management role in the implementation of United States Agency for International Development (USAID) Global Sustainable Tourism Alliance (GSTA). She also served as Senior Advisor on Ecotourism for Conservation International.



Manuel Junck

GIZ (German Cooperation Agency), Germany

Mr Manuel Junck has been working on issues related to tourism and sustainable development for 7 years. He has completed a MA Degree in Cultural Anthropology and History at Cologne University in 2009 and has worked with the Sustainable Tourism Program at GIZ HQ for 4 years on all matters related to tourism and sustainable development. He is based in Bonn and Eschborn but lives in Cologne.



Massimiliano Riva

United Nations Development Programme, USA

Mr. Massimiliano Riva is a trade and development specialist with the Poverty Practice, Bureau of Development Policy, in UNDP New York. Massimiliano has advisory responsibilities on issues related to capacity development of trade related organizations, mainstreaming trade, and provision of quality assurance over UNDP implemented projects. He also acts as the organization's focal point for the UN Steering Committee on Tourism for Development. His most recent assignment was with the UNDP Trade and Human Development Unit in Geneva where he facilitated a wide range of partnerships on trade and productive capacity and provided advisory services to more than 30 countries in Asia, Africa, Eastern Europe and Central Asia. Prior to this Massimiliano was a trade and economic officer at the Bratislava Regional Service Centre and development officer in UNDP Kazakhstan. He co-authored a number of UN publications on trade and development in the last nine years. His most recent contributions are "Tourism and Poverty Reduction Strategies in the Integrated Framework for LDCs" and "Regional Integration and Human Development: A pathway for Africa". Massimiliano has extensive experience working with governments (Ministry of Foreign Trade - Italy), international organizations (UNDP and UNIDO) and the private sector (export credit agencies and market research companies) with long term assignments in Eastern Europe, Central Asia and South East Asia. Throughout his academic and professional experience, Massimiliano's work focused on pro-poor development strategies and the formulation, management and oversight of development interventions. Massimiliano is a Ph.D. candidate in International Economics at University of Rome II, and he holds a Joint MA in Economics and International Policies from the Catholic University of Milan and in Economics from Bocconi University. He is fluent in both Italian and English.



Sara Levi Sacerdotti

SiTI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione, Italy

Ms. Sara Levi Sacerdotti, Master in Public Policy Analysis, graduated in Political Sciences in Torino (Italy). She had training and job experiences abroad. Since 2005 she has been project manager in SiTI, coordinating a research team. She has technical skills in design and management of multidisciplinary projects for territorial development, public policy evaluation, socio economic research (e.g. annual reports managing with different sources of indicators and elaboration), scenarios methodology, benchmarking and territorial competitiveness. She is experienced in benchmarking applied on investment development and promotion agencies. Moreover, in recent years she has been specializing in tourism management methodologies and she coordinated a research on tourism visitor management, addressing administration policies and processes in order to promote environmental and economic sustainable tourism development. Since 2012, she has been contributing to tourism analysis and participatory stakeholders involvement within the framework of the “Sustainable Tourism Development in Kakheti through Cultural Heritage” in Georgia, financed by the World Bank.



Silvia Barbone

FEST – Foundation for European Sustainable Tourism, Belgium

Mrs. Silvia Barbone is an international expert in sustainable tourism with an extensive knowledge of the European tourism, cultural and social policies. She is the founder and the director of Jlag and FEST- Foundation for European Sustainable Tourism. She has worked as consultant and researcher for local and national governments in Europe and Mediterranean countries; she plans and manages small and large-scale tourism projects in partnership with universities, enterprises, and public authorities. She is an experienced trainer in Project Management, Sustainable Tourism, and European Policies and Funding. She is the developer of the PM4SD® (Project Management for Sustainable Tourism) methodology and she has launched the European Summer School “Leadership and Governance for Sustainable Tourism” within the project “Training for European Sustainable Tourism”. In 2011, she launched “Tourism Around Europe”, a blog and a quarterly newsletter for competitive tourism in Europe.



Stefania Mauro

SiTI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione, Italy

Ms. Stefania Mauro is an environmental engineer graduated from the Politecnico di Torino (Polytechnic University of Turin) and specialized in Land Planning and Management. She is currently working for SiTI - Higher Institute on Innovation Territorial Systems, a non-profit association, set up by the Politecnico di Torino and the Compagnia di San Paolo.

As a researcher, she has developed, since 2006, many relevant projects on sustainable tourism and management of touristic destinations, embracing the most diverse types: self-funded research projects, projects with local institutions clients, cooperation EU projects or international consultancy services.

She is experienced in the qualitative and quantitative applied research and she is currently dealing, among the others, with two main projects: “NEZEH – Nearly Zero Energy Hotels”, supported by the European Commission under the Intelligent Energy Europe Programme and “ETIS – European Tourism Indicators System testing phase for A.T.L. del Cuneese”, a scheme sponsored by the European Commission DG Enterprise and Industry to monitor tourist destinations.



Susana Conde

Agrotravel Turismo Responsable, Spain

Over the last 4 years, Ms. Susana Conde has worked at Agrotravel Responsible Tourism, which she founded, specialised in Responsible and Sustainable Tourism, organising and marketing Responsible Tourism trips throughout the World, and as a destination agency in Spain. In addition, Agrotravel Responsible Tourism offers consultancy and training services on responsible and sustainable tourism, also providing innovative services to travellers, businesses and local authorities, in other fields related to Sustainability such as Carbon Footprints, CSR and Green Marketing. Thanks to this work, Agrotravel has become a benchmark in the world of Responsible Tourism and sustainability. We advise many different organisations, companies in the sector and local organisations such as Vitoria-Gasteiz City Council.

Complementing her work at the helm of Agrotravel Responsible Tourism, she also speaks at a variety of events and provides training on Planning and Management of Responsible Tourism, Ecological Footprints, Green Marketing, CSR in the Tourism Sector, Preparation and Marketing of Sustainable Products, etc.

Due to her knowledge on Sustainable Tourism, she regularly works with the media, writing a monthly column for the ECOAVANT ecological digital publication, hosting a weekly programme on Radio Vitoria, a monthly column in the GEO digital edition, and a quarterly article in the Vida-Natural magazine, in addition to one-off projects with other national and international media.



Xavier Font

Leeds Metropolitan University, United Kingdom

Dr. Xavier Font is an expert in responsible tourism marketing, with extensive experience in industry and government training on all aspects of sustainable tourism production and consumption. He is the most published academic in the world in sustainable tourism certification, having consulted on this subject for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF, the

Chilean government and the Travel Foundation amongst others.

He currently specialises in helping small firms to gain competitive advantage from using sustainable tourism as a tool for product development, marketing and communications. Xavier runs a cost effective consultancy service for small firms to audit their sustainability marketing and communications, besides running training courses in the UK and overseas for small accommodation and activity suppliers, national parks and government agencies.