**The Responsible Tourism Conference 2014**

**Speaker Profiles**

**Lorena Arias Projects Coordinator, Guinness Storehouse**

Lorena Arias is the Project Coordinator at Guinness Storehouse, Dublin, where she has taken a leading role in successfully implementing Environmental, Health and Safety Standards and making GSH one of the most accessible tourist attractions in Ireland, with a special attention into inclusiveness and sustainability. For more information please visit [www.guinness-storehouse.com](http://www.guinness-storehouse.com)

**Maurice Bergin Managing Director, Green Hospitality Programme, Ireland**

Maurice Bergin runs the leading Hospitality Environmental Certification Programme in Ireland – Green Hospitality Programme. GHP offers certification to all hospitality & tourism businesses across the whole Island. Maurice has over 30 years’ experience in the hospitality industry. He is a Graduate from Shannon College of Hotel Management, has an MSc in Hospitality Management from DIT and has studied in Cornell University. He has worked in and managed hotels in Ireland, UK, South Africa and Switzerland and also owned a Guesthouse and Restaurant. He brings extensive practical industry knowledge and understanding to the GHP. For more information please visit [www.ghaward.ie](http://www.ghaward.ie)

**James Chilton Strategic Tourism Planner and Director, Irish Centre for Responsible Tourism**

James is a chartered town planner and strategic tourism consultant specialising in destination and product development. James has previously been employed as a director of a scuba diving school in London; as a regional recreation planner for New Zealand’s Department of Conservation and with Brady Shipman Martin in Dublin. James works as a freelance strategic tourism planner; he provides advice to Fáilte Ireland and has worked on several significant projects with Tourism Development International such as identifying trails along the River Nore, the Grand Canal and the Royal Canal. James completed a report for Fáilte Ireland to determine best-practice and a methodological approach for sustainability appraisal of tourism destination plans. James has a long-standing interest in responsible tourism, completing an MSc in Tourism Conservation and Sustainable Development with the International Centre for Responsible Tourism in 2001. For more information please visit [www.icrt.ie](http://www.icrt.ie) and [www.rethinktourism.ie](http://www.rethinktourism.ie)

**Robert Cleverdon Director - International Projects, Tourism Development International**

Robert Cleverdon has worked for over four decades as a consultant and educator in the fields of travel, tourism and leisure consultant. His experience covers not only theoretical and practical aspects of development and marketing planning but has also been obtained through working in many different types of country – 99 in total – and for both destinations (at multi-country regional, national, province/state/county and local levels) and private sector operators .e. airlines, tour operators, hotels). His most recent product development and marketing strategic planning assignments – in the Caspian Sea region, Albania, India (Punjab), Tanzania, Romania, the UK (Anglesey), the Philippines (Northern Palawan), Honduras and the USA (South Carolina) – illustrate the breadth of geographic coverage.

He has published extensively on tourism market trends and forecasting both through the UN World Tourism Organisation – and in the publications of the Economist Intelligence Unit and Mintel. In particular, he is the author of the Tourism 2020 Vision series of reports published in 1999/2000; while he is the joint author the 2011 Handbook on Tourism Product Development prepared for the European Travel Commission/UNWTO. For more information please visit [www.tourismdev.com](http://www.tourismdev.com)

**Carol Gleeson Manager, Burren & Cliffs of Moher Geopark, County Clare**

Carol Gleeson is the manager of the Burren & Cliffs of Moher Geopark, a UNESCO recognised status for regions with outstanding geological and cultural heritage and a sustainable development programme that focuses primarily on sustainable tourism, conservation, research and education. Carol has many years of experience in the management of local authority and community based conservation, heritage and museum projects. She has also worked as an archaeologist and in exhibition design and development. For more information please visit [www.burrengeopark.ie](http://www.burrengeopark.ie)

**Dr Harold Goodwin Professor of Responsible Tourism at Manchester Metropolitan University and Founder Director of the International Centre for Responsible Tourism**

Harold has been at the forefront of Responsible Tourism since the late nineties, in 2002 he co-chaired the 1st International Conference in Responsible Tourism in Destinations and drafted the Cape Town Declaration which included the definition: using tourism to make better places for people to live in and for people to visit. Harold has worked with business and destinations around the world on how Responsible Tourism benefits businesses and how to maximise the positive impacts and minimise negative impacts. For more information please visit [www.haroldgoodwin.info](http://www.haroldgoodwin.info)

**Catherine Mack Travel Writer**

Catherine Mack is a travel writer specialising in responsible tourism. With a Masters degree in Responsible Tourism Management, she was the Ethical Traveller columnist for The Irish Times for four years. Irish, but based in London, she has also written for leading UK national newspapers and magazines including The Guardian, The Observer, The Financial Times, The Independent, The Daily Telegraph, Coast Magazine and National Geographic Traveller Magazine.

Catherine is the author of Ecoescape:Ireland ([Green Guide](http://www.greenguide.co.uk/node/2559), 2008) and has published a travel app called [Ireland Green Travel](http://itunes.apple.com/app/id427184283). She has also written online guides for leading sustainable tourism website, [www.responsibletravel.com](http://www.responsibletravel.com), the most recent being a detailed guide to responsible tourism in [New York State.](http://www.responsibletravel.com/holidays/new-york-state/travel-guide) As well as writing for consumers, Catherine has written for the travel trade, such as her regular sustainable tourism blog and content for the [World Travel and Tourism Council](http://www.wttc.org/), the [Ecotourism Handbook](http://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/1_StartGrow_Your_Business/Ecotourism_Handbook-2.pdf) for Fáilte Ireland as well as a recent collection of writing on all the EDEN award winning regions of Ireland, also for Fáilte Ireland. Catherine touches base regularly with responsible tourism developments back home by participating in workshops with grassroots businesses and regional networks, in partnership with [Ecotourism Ireland](http://www.ecotourismireland.ie/).

**David Mac Nulty Director, Tourism Development International**

David was appointed Director of Tourism Development International in June 1990. Prior to taking this position he was assistant manager of both the Burlington and Shelbourne Hotels. He has extensive experience in the field of countryside tourism, socio-economic studies and strategic planning and has been responsible for the direction of over 200 major tourism projects and has been responsible for many innovative projects including:

* Waterford Crystal Visitor Centre Feasibility Study/Development Plan (2010)
* Liffey Waterbus Feasibility Study
* Capitalising on Dublin’s Potential – Tourism Plan for Dublin 2020
* Explore the Nore Leisure Trail – Trail Kilkenny
* Tourism, Recreation and Commercial Product Identification Plans for the Grand Canal/Royal Canals
* Tourism Development and Marketing Plan for Visit Ballyhoura

For more information please visit [www.tourismdev.com](http://www.tourismdev.com)

**Paddy Mathews Brand Experience Manager, Fáilte Ireland**

Paddy Mathews is Manager of Experience Development at Fáilte Ireland with lead responsibility for sustainability issues. He was part of the Wild Atlantic Way project team and established the Environment Unit within Fáilte Ireland. Paddy is a town planner and conservation specialist and held the post of Planning Officer with the Heritage Council from 1995 to 2003. He also worked for several years in consultancy with John Cronin & Associates. For more information please visit [www.failteireland.ie](http://www.failteireland.ie)

**Fiona Monaghan Head of Programme and Delivery for the Wild Atlantic Way, Fáilte Ireland**

A native of Galway City Fiona studied at NUIG where she graduated with a B.Comm and a Diploma in Marketing Practice. She then went on to attain a Masters of Business Studies from the Michael Smurfit Graduate School of Business at University College Dublin. While living and working in the US Fiona attained a diploma in Sports Marketing from New York University (NYU) School of Continuing & Professional Education. Fiona has worked in the Tourism sector for over 15 years both in the US and Ireland. On completion of her MBS in 1995 Fiona took up the position of Director of Sales for North America with the Doyle Hotel Group in Washington DC and worked with the organisation through the acquisition of a prominent DC hotel and subsequently during the merger with the Jurys Hotel Group.

In late 1999, she relocated to New York to take up the position of Trade Promotions Manager with the Irish Tourist Board. In 2001, Bord Fáilte merged with the Northern Ireland Tourist Board to form Tourism Ireland and Fiona held a number of positions with the organisation including the role of Manager of Strategic Planning & Advertising before returning to Ireland in 2007 to take up the role of Head of Operations with Fáilte Ireland in the West. Most recently Fiona has been appointed Head of Programme and Delivery for the Wild Atlantic Way, one of three key strategic programme areas in the Fáilte Ireland strategic plan 2013-2016. Up to the end of 2013, Fiona held the role of co-chair of the Lakelands & Inland Waterways initiative promoting the development and marketing of the Lakelands destination of Ireland. Fiona is currently an external examiner for GMIT’s tourism programmes.

**Cillian Murphy Chairperson, Loop Head Tourism, County Clare**

Cillian worked as a fisherman and skipper until 1991, has worked in the hospitality trade since 1992 and has run Kilkee’s Murphy Black’s restaurant since 2004. The award-winning restaurant focuses on the use of high quality local food. Cillian co-founded Loop Head Tourism with John Williams in 2009 in order to develop an integrated community based approach to tourism development on the Loop Head peninsula. This innovative approach bore fruit in 2010 when the peninsula was designated the Irish winner of EDEN, European Destination of Excellence. Cillian is also a keen tri-athlete, racing sprint, Olympic, half Ironman and Ironman distances. He represented Ireland twice in 2010, at the ETU European Championships in Athlone and at the ITU World Championships in Budapest. Visit [www.loophead.ie](http://www.loophead.ie) or [www.clare.ie](http://www.clare.ie) for more information on the Loop Head Peninsula.

**Éanna Rowe Head of Marketing and Communications, Waterways Ireland**

Heading up one of five Directorates within the organisation and reporting to the Chief Executive Éanna has responsibility for the formulation, development and implementation of the various strategies, policies and programmes from a marketing, communications and product development perspective. Leading a multi-disciplinary team and managing significant budgets Éanna is responsible for the day to day running of the Marketing, Research, Communications, Product Development and Visitor Services Units. Previously a Civil Servant in the Irish Civil Service Éanna is a graduate of the Institute of Public Administration and Athlone Institute of Technology where he recently completed an MBA.

**Mary White Director, Blackstairs Ecotrails, County Carlow**

Mary is Director of Blackstairs Ecotrails and has been guest speaker at environmental conferences and debates on the Irish environment. Her Ecotrails lead you through the wilderness of the Blackstairs Mountains and along the River Barrow. She also runs Fungi, Foraging and Wild Herbal workshops around Ireland. Mary has recently been appointed a Heritage Expert on the Heritage in Schools programme. She has written a Walk Guide to the Blackstairs and a DIY guide for environmental Campaigners Mount Leinster Environment Mining and Politics. Mary was the first woman ever elected for the constituency of Carlow & Kilkenny and is a former Minister of Human Rights, Equality and Integration. Visit [www.blackstairsecotrails.ie](http://www.blackstairsecotrails.ie) for more information.