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Anne- Maria has been working in the field of sustainable tourism around 20 years. She is specialized in sustainable tourism marketing and product development strategies, and stakeholder inclusiveness in tourism. She has coordinated and implemented marketing strategies and activities in several destinations, including familiarization tours for tour operators and media. She has been contracted by the World Tourism Organization, United Nations Development Programme, and the Netherlands Development Organisation (SNV) in Africa (Egypt, Ghana, Uganda), Europe (Albania, Moldova, Turkey), and Asia (China, Mongolia, North Korea, South Korea, Far East Russia, Vietnam, Indonesia, Timor Leste, Lao PDR, Thailand, Cambodia, India). Ms. Mäkelä holds Masters Degree specialized in international marketing from the Turku School of Economics and Business Administration and is a certified trainer on PM4SD (project management for sustainable development) by APMG as well as an Advisor to Foundation for European Sustainable Tourism (FEST).



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