

Dr. Sheena Carlisle ^[1]

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Sheena Carlisle is a Senior Lecturer in Tourism Management at Cardiff Metropolitan University. Her qualifications include: BA. (Hons) Hospitality Management, MA (Exon) Tourism and Social Responsibility, Msc. Built Environment Research Methods and Political Economy PhD in Sustainable Tourism.

She is external examiner for the Undergraduate tourism programmes in Dublin Institute of Technology and external examiner for International PhD Tourism Research. As a certified PM4SD practitioner and advocate of sustainable tourism practice, she has recently completed case study research of best practice in Sustainable Project Management to help deliver projects that address adverse tourism impacts and increase viability of tourism and community and business partnerships in local destinations.

Sheena is currently setting up a group of PM4SD trainers at Cardiff Metropolitan University. She also recently established the Regeneration Research, Enterprise and Education (RREE) Hub at Cardiff Metropolitan University and has expertise and knowledge of the importance of tourism in regeneration programs throughout South Wales.

Sheena's PhD "A Political Economy of Small Scale Business Development in Gambian Tourism, West Africa" involved extensive Participant Action Research with a tourism trade association, consultancy work for the Gambia Tourism Authority and two years as a Head of Department and Lecturer in a Gambian business college where she helped to establish the first higher education course in The Gambia to cover middle and senior management education in tourism.

Previous management experience in social housing developed her interest and commitment to community involvement and social justice, combined with early work experience in Visitor Attraction Management with the National Trust and research at a World Heritage Site in Ethiopia.

Sheena has a passion for Sustainable development, the Arts, Heritage and Culture bringing an eclectic portfolio of experience to Research and Teaching Projects.



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