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Certified as a PM4SD Practitioner, Benjamin has worked in tourism development and marketing for 25 years, originally as a tour operator with a focus on the Mediterranean and subsequently as a consultant specialising in emerging destinations. In 2002, he established award-winning Dunira Strategy and has delivered projects in more than 50 countries across Africa, Asia, Europe, Middle East and Latin America.

An international expert on sustainable tourism and revenue management with an emphasis on the sustainable development and environmental management of tourism, his clients include the International Co-operative Alliance, UNDP, UNEP, UNESCO, World Bank and World Tourism Organization. Current activities include assignments in India, Laos, Russia, Scotland and Yemen.

A former visiting professor at l'Université de la Méditerranée, trustee of Tourism Concern and founding member of the UNESCO Scotland National Committee, he is a director of The Tourism Society and member of the UNWTO's Panel of Experts; he regularly speaks at international conferences on sustainable tourism and marketing.



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Sustainable Tourism



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