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Dr. Xavier Font is professor of Sustainability Marketing at the University of Surrey.

He researches and develops methods of sustainable tourism production and consumption. He has published widely about sustainable tourism certification, and has consulted on sustainable product development, marketing and communication for several United Nations agencies, the International Finance Corporation, the European Commission, VisitEngland, Fáilte Ireland, VisitWales, VisitScotland and WWF amongst others. Since January 2019, he co-edits the Journal of Sustainable Tourism.

He has conducted over 140 courses for more than 2500 businesses on how to market and communicate sustainability, see www.travindy.com [2].

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