

## Carole Favre <sup>[1]</sup>

Owner and Founder, Small Matters  
London, United Kingdom

As a sustainable / responsible tourism consultant specialising in market access for small entrepreneurs, Carole aims to assist small and micro private sector enterprises in gaining market access through responsible practices; and to support communities in improving their livelihoods through tourism, education and training that empowers.

Carole's experience is grounded in both business and academia. She started her career in Lithuania in 1992 following the collapse of the USSR. There she managed the first self-service supermarket in the capital Vilnius, training staff and negotiating contracts in a challenging environment far from ready to make drastic changes to existing business practices. She moved to the UK in 1997 where she worked in a travel agency specialising in adventure and youth travel before dedicating the next 12 years of her life to teaching Travel & Tourism to college and university students. During her time in education, she developed and managed several courses, as well as graded and helped her colleagues become better practitioners to insure a better quality of learning and teaching. A few months ago, Carole decided to start her own business Small Matters <sup>[2]</sup>, which specialises in helping small tourism entrepreneurs in developing countries, gain market access to earn a better living.

Carole has a French degree in Business Retail, as well as a BA in Business & Tourism and an MSc in Responsible Tourism Management (both with Distinction). She has written articles for the *Hospitality Review* and *Progress in Tourism*, as well as a manual titled "How to sell excursions to UK tour operators <sup>[3]</sup>", co-published by the Travel Foundation <sup>[4]</sup>, and used regularly in their training workshops.



Small Matters <sup>[2]</sup>

Carole Favre <sup>[5]</sup>

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