

## Davina Stanford <sup>[1]</sup>

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Dr Davina Stanford is a Senior Lecturer at Leeds Beckett University and is course leader for the Responsible Tourism Management MSc <sup>[2]</sup>. Her research interests include responsible tourist behaviour, destination management and responsible tourism transport, with a particular interest in reducing visitor car use in protected areas. Davina has worked as a tourism consultant on numerous projects for a range of clients, including destination management organisations, local authorities, regional, national and international agencies (e.g. the Regional Development Agencies, Natural England, UNEP and UNWTO), small businesses and local community groups.

Davina was a Commonwealth Scholar, undertaking doctoral research at Victoria University of Wellington. Her PhD research looked broadly at issues of tourism behaviour and visitor stewardship in New Zealand and identified influences and constraints on responsible tourism in this context.

She has authored and co-authored several academic publications including Stanford, D., Carter, R. and George, C. (2014), Destination management for the green economy in Jiang, M., DeLacy, T., Lipman, G., Vorster, S. and Hawkins, R. ed. Green growth and travelism – The academic viewpoint. Oxford, Routledge and Stanford, D. (2013) Reducing visitor car use in a protected area: a market segmentation approach to achieving behaviour change, *Journal of Sustainable Tourism*. She has also authored the recent VisitEngland Keep it Real for Destinations toolkit which features examples of best practice from destinations where sustainable tourism is benefiting both visitors and the local community.

>> See *Davina's Tourism Live Session* <sup>[3]</sup> *presentation on Tourism Destination Sustainability Communications* <sup>[4]</sup>.



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