

# TOURISM *Naturally* CONFERENCE



“Protected Areas, Tourism, and a Changing World”

OCTOBER 26 - 27, 2022 | VIRTUAL-ONLY

[TourismNaturally.org](https://TourismNaturally.org)



CENTER FOR PROTECTED  
AREA MANAGEMENT  
COLORADO STATE UNIVERSITY



HUMAN DIMENSIONS  
OF NATURAL RESOURCES  
COLORADO STATE UNIVERSITY

# TOURISM *Naturally* CONFERENCE

## CONTENTS

FOUNDATIONAL CONSORTIUM .....	2
WELCOME .....	3
ORGANIZATIONAL TEAM .....	3
REGISTRATION INFO .....	4
CONFERENCE APP INFO .....	4
VIRTUAL AGENDA .....	5-10
SPEAKERS .....	11-18
ADVISORY COMMITTEES .....	19
COHOSTS .....	20

## FOUNDATIONAL CONSORTIUM

Tourism Naturally Conference was founded in 2016 with the mission of increasing professionalism and effectiveness in the travel and tourism field. The Tourism Naturally 2022 Conference Organizers would like to extend their heartfelt gratitude to the following individuals for their integral roles with Tourism Naturally and for their continued stewardship of the initiative:

Iride Azara – University of Derby  
Christian Baumgartner – University of Applied Science of the Grisons  
Michael Manfredo – Colorado State University  
Marcus Herntrei – Deggendorf Institute of Technology  
Eleni Michopoulou – University of Derby  
Federico Niccolini – University of Pisa  
Sandra Notaro – University of Trento  
Nikolaos Pappas – University of Sunderland  
Ulrike Pröbstl-Haider – University of Natural Resources and Life Sciences  
Georg Christian Steckenbauer – Deggendorf Institute of Technology  
Xie Shangyu – Central China Normal University





# WELCOME TO TOURISM *Naturally*

## *Protected Areas, Tourism, and a Changing World*

Nature and human well-being are inextricably linked – neither will be achieved without the other. Protected areas are a beacon of hope and support for mental and physical health for those with access, particularly during the COVID-19 pandemic. For those without access, it has made clear that more work needs to be done on accessibility, especially for marginalized communities. In some parts of the world, total closure of protected areas to visitation has led to the collapse of local economies and rapid job losses. With the loss of jobs and opportunity, protected areas have seen spikes in illegal extraction activities – dramatic shifts that are also happening in the context of global climate change, deteriorating global human health, economic uncertainty, and a global population increasingly living disconnected from nature.

Tourism Naturally 2022 will bring together researchers, practitioners, private sector partners, and interested communities to discuss how we can shape protected areas and tourism for the improvement of nature and the human condition. Thoughtful, responsible tourism to protected areas provides us with a great opportunity to repair connections, build economic opportunity, and provide us with a buffer to the rapidly changing world.

**Why:** Our mission is to increase professionalism and effectiveness in the travel and tourism field.

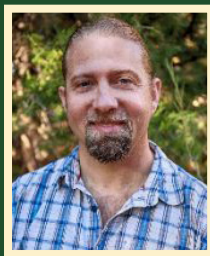
**About:** Tourism Naturally is a conference designed to address the myriad issues that arise as tourism businesses, infrastructure, travelers and hosts interact in overlapping economic, cultural, social and environmental spheres. Tourism Naturally was started in 2016 by Colorado State University's Department of Human Dimensions of Natural Resources in partnership with the University of Sassari, University of Derby, University of Pisa and Central China Normal University.

## Conference Team



**Michael Manfredo**  
Co-Chair

Department Head  
Human Dimensions  
of Natural Resources,  
Colorado State  
University



**Ryan Finchum**  
Co-Chair

Director  
Center for Protected  
Area Management,  
Colorado State  
University



**David Knight**  
Co-Chair

Associate Professor  
Human Dimensions  
of Natural Resources,  
Colorado State  
University



**Emily LeBlanc**  
Conference Coordinator

Event Coordinator  
Human Dimensions  
of Natural Resources,  
Colorado State  
University



**Paul Layden**  
Conference Coordinator

Master Instructor  
Human Dimensions  
of Natural Resources,  
Colorado State  
University



Colorado State University

# REGISTRATION

The virtual conference is an entirely free to all attendees but registration is required to access the sessions via the Whova app. [Visit our website](#) to learn more about the conference or register directly through our quick registration survey.

After registering, you will receive full access to the conference app and all of the features that go with it.

## CONFERENCE APP

The Tourism Naturally Conference will use Whova as the Conference App. After registering, you will receive an email from our team, confirming that you have registered. After receiving that email, you will gain access to the Whova app. You will receive an email directly from Whova regarding the conference app. Check your spam if you haven't received this email.

If you still don't see the email in your spam, [send the conference team an email](#) for support.

Once you download the app, you'll want to check out the following functions:

**Agenda:** This is where you can see the conference sessions and click on the links provided to attend the sessions. You can also use the Agenda to build out your own schedule, choosing which sessions you'd like to attend in advance.

**Attendees:** Here, you can find other individuals attending the conference. If there's anyone you know or would like to know, you can send them a message to connect.

**Community:** Within the community feature, you can start or add to "Discussion Boards." These discussions can range from session follow-ups, questions for the organizers, job opportunities, and more. The organizers have posted discussions to ask the plenary panels questions so please ask any questions you may have.

**Sponsors:** This is where our sponsors will be hosting "Exhibition Tables." We encourage our attendees to visit with sponsors throughout the conference, especially during the break periods!



# TOURISM *Naturally* CONFERENCE

## VIRTUAL AGENDA

**DAY 1: OCTOBER 26, 2022**

### **Welcome & Opening Statements**

9:00 - 9:30 am U.S. Mountain Time (MT)

- Ryan Finchum, Center for Protected Area Management, Colorado State University

- Tourism Naturally Conference Consortium Introductions:

Michael Manfredo, Colorado State University

Federico Niccolini, University of Pisa

Georg Christian Steckenbauer and Marcus Herntrei, Deggendorf Institute of Technology

Xie Shangyu, Central China Normal University

Iride Azara and Eleni Michopulou, University of Derby

Nikolaos Pappas, University of Sunderland

Sandra Notaro, University of Trento

Christian Baumgartner, University of Applied Science of the Grisons

Ulrike Pröbstl-Haider, University of Natural Resources and Life Sciences

### **Opening Plenary Speaker: Stanley Rowland**

9:30 - 10:10 am U.S. Mountain Time (MT)

Intro: Christina Cavaliere, Colorado State University

Stanley Rowland, Chief Executive Officer, Blue Climate Initiative (25 min talk, 10 min Q&A)

### **Recognizing the Rights of Nature in Sustainable Tourism: Reflections on Possibilities & Promise**

10:10 - 10:50 am U.S. Mountain Time (MT)

Intro: Stuart Cottrell, Human Dimensions of Natural Resources, Colorado State University (5 min)

Kelly Bricker and Megha Budruk, Watts College of Public Service and Community Solutions, Arizona State University (25 min talk, 10 min Q&A)

### **Comfort Break**

10:50 - 11:20 am U.S. Mountain Time (MT)

*We encourage you to take this time to visit sponsored exhibition tables in the Whova app.*



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# TOURISM *Naturally* CONFERENCE VIRTUAL AGENDA

**DAY 1, CONTINUED: OCTOBER 26, 2022**

## **Industry Trends Plenary Panel Discussion**

11:20 am - 12:30 pm U.S. Mountain Time (MT)

The plenary panel will discuss the question, *“What are the future trends you see in the travel and tourism industry and how will these trends affect hiring?”*

Moderator: Lina Xiong, Human Dimensions of Natural Resources, Colorado State University

- Steve Hood, Senior Vice President, Smith Travel Research (STR)

- Andrew Grossman, Director, Destination Development, Colorado Tourism Office

- Toby Bloom, National Program Manager of Travel, Tourism and Interpretation, U.S. Forest Service

*The panel will discuss prepared questions, including questions from the audience. If you would like to pose questions to the panel, post your questions on the panel discussion on the “Discussion Board” of the Whova conference app.*

## **Comfort Break**

12:30 - 1:00 pm U.S. Mountain Time (MT)

*We encourage you to take this time to visit sponsored exhibition tables and view recorded sessions in the Whova app.*

## **Plenary Speaker: David Buggs**

1:00 - 1:40 pm U.S. Mountain Time (MT)

Intro: Kathryn Metzger, Human Dimensions of Natural Resources, Colorado State University

David Buggs, Chief Diversity and Inclusion Officer, Texas Parks and Wildlife Department (25 min talk, 10 min Q&A)

## **Plenary Speaker: Andrew Rhodes**

1:40 - 2:20 pm U.S. Mountain Time (MT)

Intro: Ryan Finchum, Center for Protected Area Management, Colorado State University (5 min)

Andrew Rhodes, Vice-Chair, World Commission on Protected Areas, Union for the Conservation of Nature (25 min talk, 10 min Q&A)



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# TOURISM *Naturally* CONFERENCE

## VIRTUAL AGENDA

### DAY 1, CONTINUED: OCTOBER 26, 2022

#### **Tourism RESET Presentation**

2:20 - 3:00 pm U.S. Mountain Time (MT)

Intro: David Knight, Human Dimensions of Natural Resources, Colorado State University

- Stefanie Benjamin, Co-Director, Tourism RESET

- Alana Dillette, Co-Director and Research Fellow, Tourism RESET

#### **Day 1 Closing**

3:00 - 3:10 pm U.S. Mountain Time (MT)

- David Knight, Human Dimensions of Natural Resources, Colorado State University

#### **Virtual Speed Networking Session**

3:10 - 3:40 pm U.S. Mountain Time (MT)

*Grab a drink and stick around for a virtual speed networking session!*

#### **Exhibition Tables Open**

3:40 - 5:00 pm U.S. Mountain Time (MT)

*Sponsored exhibition tables, located within the conference app, will be available throughout the day on October 26 and 27. We encourage you to visit with these graduate programs and employers before the conference sessions (8-9 am), after the conference sessions (3-5 pm) and during scheduled breaks.*

*In addition to visiting with exhibition tables, we encourage participants to utilize the "Discussion Boards" to promote job opportunities, connect with other conference attendees, and start meaningful discussions about critical research topics. We also encourage attendees to schedule "Virtual Meetups" for times that work for you/in your time zone.*



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# TOURISM *Naturally* CONFERENCE

## VIRTUAL AGENDA

**DAY 2: OCTOBER 27, 2022**

### **Welcome & Opening Session Day 2**

8:30 - 8:50 am U.S. Mountain Time (MT)

- David Knight, Human Dimensions of Natural Resources, Colorado State University
- Jim Barborak, Center for Protected Area Management, Colorado State University

### **Virtual Speed Networking Session**

8:50 - 9:20 am U.S. Mountain Time (MT)

*We hope that having this networking session at a different time will allow some of our international attendees to participate.*

### **Plenary Speaker: Andy Wirth**

9:20 - 10:00 am U.S. Mountain Time (MT)

Intro: Ethan Billingsley, Human Dimensions of Natural Resources, Colorado State University  
Andy Wirth, Cofounder & CEO, Peak Ski Company, LLC, and The M Bar W Group, LLC

### **Student-Led Industry Trends Session**

10:00 - 11:00 am U.S. Mountain Time (MT)

Moderator: David Knight, Human Dimensions of Natural Resources, Colorado State University

*This student-led session will feature several universities from around the world, who will participate in speed-round presentations. Each university presentation, led by 1-2 students, will include an overview of their tourism program (2 minutes) followed by a presentation highlighting trends and findings from recent protected area and tourism research projects (8 minutes). This session contributes valuable research findings to the conference and directly benefits students by providing them a space to share their areas of expertise with a global audience.*

### **University Programs Presenting:**

- Hospitality and Tourism Management, University of North Texas
- Human Dimensions of Natural Resources, Colorado State University
- Central China Normal University
- University of Pisa



# TOURISM *Naturally* CONFERENCE

## VIRTUAL AGENDA

**DAY 2, CONTINUED: OCTOBER 27, 2022**

### **Traveling with Purpose: Cross-Cultural Exchange & Intentional Travel**

11:00 am - 12:00 pm U.S. Mountain Time (MT)

Trees, Water, & People will be presenting its mission, values, purpose, and the impact of TWP Tours. Trees, Water, & People will also talk about using travel as a strategy to continue building donor engagement, growing youth programs, new partnerships, education, and exposure to the work.

### **Plenary Speaker: Paloma Zapata**

Intro: David Knight, Human Dimensions of Natural Resources, Colorado State University

12:00 - 12:30 pm U.S. Mountain Time (MT)

Paloma Zapata, CEO, Sustainable Travel International (25 min talk, 10 min Q&A)

### **Highlight: *Nature-based Tourism and Wellbeing: Impacts and Future Outlook Book***

12:30 - 1:00 pm

Federico Niccolini, Iride Azara, Eleni Michopoulou, Jim Barborak, and Alessio Cavicchi will present on the book they are publishing.

This book aims to provide a robust scientific foundation for an inter-disciplinary, multi-perspective theory and practice of nature-based tourism in the context of protected areas and other healthy socio-ecological systems, and resilient destinations in line with the Agenda 2030 Sustainable Development Goals.

### **CSU Masters of Tourism Management Board Panel**

1:00-2:00 pm U.S. Mountain Time (MT)

Moderator: Price Willoch, former MTM student at CSU

*This plenary panel will answer questions from current MTM students and global students in sustainable tourism.*

Board members:

- Ken Widmaier, Principal, Front Range Hospitality Consulting
- Samantha Albert, Deputy Director, Colorado Outdoor Recreation Industry Office

*The panel will discuss prepared questions, including questions from the audience. If you would like to pose questions to the panel, post your questions on the panel discussion on the "Discussion Board" of the Whova conference app.*



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# TOURISM *Naturally* CONFERENCE

## VIRTUAL AGENDA



### DAY 2, CONTINUED: OCTOBER 27, 2022

#### **Comfort Break**

2:00 - 2:30 pm U.S. Mountain Time (MT)

*We encourage you to take this time to visit sponsored exhibition tables in the Whova app.*

#### **Plenary Speaker: Grace Bottitta-Williamson**

Intro: Paul Layden, Human Dimensions of Natural Resources, Colorado State University

2:30 - 3:10 pm U.S. Mountain Time (MT)

Grace Bottitta-Williamson, National Recreation and Tourism Coordinator, NOAA Office of National Marine Sanctuaries (25 min talk, 10 min Q&A)

#### **Day 2 Closing Remarks**

3:10 - 3:30 pm U.S. Mountain Time (MT)

- David Knight, Human Dimensions of Natural Resources, Colorado State University
- Ryan Finchum, Center for Protected Area Management, Colorado State University

#### **Exhibition Tables Open**

3:30 - 5:00 pm U.S. Mountain Time (MT)

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# PLENARY SPEAKERS



**Plenary Talk with Stanley Rowland**  
Wednesday, 26 October, 9:30 am MT

**STANLEY ROWLAND:** CEO, Blue Climate Initiative; Chairman, Tetiaroa Society

**BIO:** Stan Rowland is Chief Executive Officer of the Blue Climate Initiative, a global collaborative engaged in protecting the ocean and reasonably and responsibly using its potential to mitigate climate change and other major environmental and social issues. Stan is also Chairman and President of Tetiaroa Society, an environmental nonprofit that sponsors scientific research and engages in conservation and community-based education programs in French Polynesia. He is also a member of the Advisory Board of Island Conservation which focuses on preventing extinctions by removing invasive species from islands.

## Recognizing the Rights of Nature in Sustainable Tourism: Reflections on Possibilities & Promise

Wednesday, 26 October, 10:10 am MT



**KELLY BRICKER, PH.D.:** Professor & Director, Watts College of Public Service and Community Solutions, Arizona State University

**BIO:** Dr. Bricker completed her Ph.D. research with the Pennsylvania State University, where she specialized in sustainable tourism and protected area management. She has research and teaching interests in ecotourism, sense of place, community development, natural resource management, value of nature-based experiences, and the impacts of tourism. She has authored and edited books on sustainability, which highlight case studies in tourism meeting environmental and societal issues in Sustainable Tourism & the Millennium Development Goals: Effecting Positive Change; educational texts focused on adventure education in Adventure Programing and Travel for the 21st Century and graduate education in De-Mystifying Theories in Tourism Research; co-edited This Land Is Your Land: Toward a Better Understanding of Nature's Resiliency-Building and Restorative Power for Armed Forces Personnel, Veterans, and Their Families (Sagamore Publishing, LLC). Bricker is a founding member of the Global Sustainable Tourism Council, and the Center for Dark Skies Studies located at the University of Utah.



**MEGHA BUDRUK, PH.D.:** Associate Dean of Faculty Affairs, Watts College of Public Service; Community Solutions and an Associate Professor, Parks and Recreation Management, School of Community Resources and Development

**BIO:** Dr. Budruk has a Ph.D. in natural resources from the University of Vermont and is trained as a natural resource social scientist. Her research interests focus on the inclusion of stakeholder perspectives into resource management. Specifically, she studies human - nature relationships, visitor experience and impact management, and community development within the context of parks, protected areas, and cultural monuments. She has extensive research experience with several US federal, state, county and local public land management agencies such as the Bureau of Land Management, US Forest Service, National Park Service, Arizona State Parks, and Maricopa County Parks. Megha's work contributes to the long-term sustainability of natural and cultural resource settings through an increased understanding of human relationships with these settings.

# TRAVEL AND TOURISM INDUSTRY TRENDS PANEL

WEDNESDAY, OCTOBER 26, 11:20 AM MT



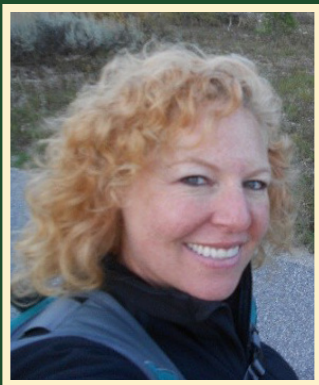
**STEVE HOOD:** Senior Vice President, Smith Travel Research (STR)

**BIO:** Steve Hood is senior vice president of research for STR. He has been with STR for over 17 years and was involved in the original development of the STAR program. Steve played a major role in the historical launch of programs that incorporated daily, group and transient, and international data. He is currently responsible for research-related activities at STR, while helping to manage STR's relationships with several major organizations. Steve also serves as the founding director of the SHARE Center, STR's outreach to universities around the world. *More info online.*



**ANDREW GROSSMAN:** Director, Destination Development, Colorado Tourism Office

**BIO:** Andrew Grossman has been with the Colorado Tourism Office for over two years as the Director of Destination Development within the Colorado Office of Economic Development and International Trade. Prior to this position, he climbed the ranks at Travel Oregon from Destination Development Coordinator to Destination Management Specialist, and, finally, Destination Development Manager. With this experience and his prior experience at Sustainable Travel International, Grossmann knows all the ins and outs of destination development in Colorado and beyond.



**TOBY BLOOM:** National Program Manager of Travel, Tourism and Interpretation, U.S. Forest Service

**BIO:** Toby Bloom is an expert in protected area/public lands management, sustainable tourism, recreation economies, and environmental interpretation. She has 21 years of experience in tourism enterprise development and interpretation project design and implementation in the US and 16 countries in Latin America, the Caribbean and Africa; Pioneer in bringing health and well being programs to the National Forest System. *More info online.*



Colorado State University



# PLENARY SPEAKERS



**Plenary Talk with David Buggs**  
Wednesday, 26 October, 1:00 pm MT

**DAVID BUGGS:** Chief Diversity and Inclusion Officer, Texas Parks and Wildlife Department

**BIO:** Mr. Buggs is the Chief Diversity and Inclusion Officer for Texas Parks and Wildlife Department (TPWD), an agency of the state of Texas. His role is developing and managing the execution of TPWD's Diversity and Inclusion strategy. David is also the former Chief Diversity and Inclusion Officer for FedEx Office Inc. He is an accomplished cultural compliance and management professional with years of experience in the area of relationship building, leadership development, mentoring, training and executive coaching.

*More info online.*



**Plenary Talk with Andrew Rhodes**  
Wednesday, 26 October, 1:40 pm MT

**ANDREW RHODES:** Vice-Chair, World Commission on Protected Areas, Union for the Conservation of Nature

**BIO:** Andrew John Rhodes Espinoza has more than 16 years of work experience working for the conservation and sustainable use of the natural capital of Mexico, has a deep knowledge of the socio-environmental challenges, environmental public policy, a solid technical – administrative experience, a wide network of national and international contacts and a great passion for Mexico, its culture and biodiversity.

He currently serves as Ocean Coordinator, attached to the Undersecretariat for Multilateral Affairs and Human Rights of the Ministry of Foreign Affairs of Mexico, Mexico's Sous Sherpa for the High-Level Panel for a Sustainable Oceanic Economy and Deputy Chair of the World Commission on Protected Areas (WCPA) of the International Union for Conservation of Nature (IUCN).

*More info online.*



**Colorado State University**

# TOURISM RESET SPEAKERS

WEDNESDAY, OCTOBER 26, 2:20 PM MT



**STEFANIE BENJAMIN:** Co-Director, Tourism RESET

**BIO:** Stefanie Benjamin, Ph.D., is an Associate Professor in the Retail, Hospitality, and Tourism Management department at the University of Tennessee, Knoxville. Her research interests include social equity in tourism around the intersectionality of race, gender, sexual orientation, and people with disabilities. She also researches film-induced tourism, implements improvisational theater games as innovative pedagogy, and is a certified qualitative researcher exploring collective storytelling, duo-ethnography, visual methodology, and social media analysis. Lastly, she serves as a Faculty Advisor on the Equity and Diversity Board for the Office of the Vice Chancellor for Diversity & Engagement at UTK.



**ALANA DILLETTE:** Co-Director and Research Fellow, Tourism RESET

**BIO:** Alana Dillette, Ph.D. is an Associate Professor in the Payne School of Hospitality and Tourism Management at San Diego State University. Originally from the islands of The Bahamas, she is always trying to maintain her connection to home through research on sustainable tourism initiatives for small island states. Her other research interests include issues around diversity and inclusion, more specifically looking at the intersection between tourism, race, gender & ethnicity. Currently, she is working on research to gain a better understanding of the African-American travel experience.





# PLENARY SPEAKERS



## Plenary Talk with Andy Wirth

Thursday, 27 October, 9:20 am MT

**ANDY WIRTH:** Cofounder & CEO, Peak Ski Company, LLC, and The M Bar W Group, LLC

**BIO:** Andy Wirth is an executive leader with global experience. In addition to serving as the Chief Executive Officer at various operating companies, Wirth has extensive experience at the strategic investment level. His career includes building and funding startups, developing high performance teams and standing up and leading companies and organizations in a diverse set of industries and sectors. Wirth's experience crosses from the private sector to NGO's and NPO's, and from local and state governments to the US federal government and to sovereign nations in Asia, the Middle East, Europe and North America. Wirth's announced retirement was short lived, as his good friend and business partner, also "retired", ski racer Bode Miller and Wirth developed and launched several companies. Most recently, Wirth and Miller cofounded the Peak Ski Company LLC and the M Bar W Group.

The Peak Ski Company is a global company headquartered in Bozeman, Montana. The company builds high-performance and the most technologically advanced skis in the world for recreational skiers of all ability levels. Contemporaneous to designing and manufacturing high-performance skis and, holding to the Peak Ski Company's ethos of extreme innovation, Peak is developing proprietary advanced materials and is radically reengineering the process and machinery used to manufacture skis with globally renowned and industry leading partner companies in the US and Germany. The M Bar W Group is an asset management and consulting firm with clients and projects in North America and Europe.

Mr. Wirth recently served as Chief Executive Officer for global operating companies, including: Based in the Middle East, the \$33.5B giga project NEOM, located in the Kingdom of Saudi Arabia; Squaw Valley Alpine Meadows Ski Holdings; Intrawest ULC in Vancouver, Canada and has helped build and lead companies engaged in risk and security management/mitigation within austere environments outside the United States. Wirth spent much of his early career working with various ski resort ownership groups/holding companies based out of Steamboat, Colorado.

Andy has always been very active in his communities and served on over twenty nonprofit boards of directors. Wirth has also maintained a lifelong commitment and an action-oriented disposition relative to conservation and environmental issues. The genesis of Wirth's conservation and environmental ethic can be traced to his grandfather, Conrad Wirth, who served as the Director of National Park Service under Presidents Eisenhower, Kennedy and Johnson. Conrad Wirth's influence led to Wirth working as a backcountry ranger in Rocky Mountain National Park and as a wildland firefighter on an initial attack Hot Shot crew and Wilderness Ranger in northern New Mexico. Wirth attended Colorado State University, the University of Edinburgh and has professional certificates from Stanford University.

Andy is a horseman, alpine and nordic skier, alpinist, ice climber, skydiver, trail runner, triathlete, and scuba diver. The son of a US Air Force Fighter Pilot, Wirth was born in West Germany and spent much of his youth with family in the highlands of Scotland. He currently resides in Southwestern Montana, near the town of Norris.



Colorado State University

# STUDENT INDUSTRY TRENDS SESSION

THURSDAY, OCTOBER 27, 10:00 AM MT

## UNIVERSITY OF NORTH TEXAS

**Megan Kelly**, Master of Science in International Sustainable Tourism (MIST) Program

**BIO:** Megan graduated from the University of North Texas with a Masters in International Sustainable Tourism. Her research focused on analyzing for sustainable tourist behaviors on Instagram for the official tag of #VisitCostaRica. She was awarded a Fulbright to Chile, where she will continue researching tourist behavior on social media with a focus on small business impacts and training. Currently, she works as a marketing and regenerative tourism specialist for First Nature Tours in Portland, OR.

**Bobby Robbins**, Master of Science in International Sustainable Tourism (MIST) Program

**BIO:** Bobby Robbins is a second-year International Sustainable Tourism graduate student in a joint program between the University of North Texas and CATIE in Costa Rica. From 2012 to 2019, Bobby lived at the foothills of the Himalayas, along the ancient Tea Horse Trail in Yunnan, China. There he co-founded a social enterprise called Harmony Bridge that focuses on economic development in remote, ethnic minority villages through sustainable tourism development. Prior to relocating to China, Bobby worked as a corporate consultant specializing in strategy and leadership development. Bobby also served 15 years as a U.S. Army officer.

## COLORADO STATE UNIVERSITY

**Julia Branstrator**, Human Dimensions of Natural Resources, Ph.D. Candidate

**BIO:** Julia's background is in international sustainability studies bridging hospitality, tourism, technology, and innovation, which informs an interdisciplinary approach to biological and cultural (biocultural) conservation through tourism. Her work is housed within Dr. Cavaliere's Tourism and Conservation Lab. Her research takes a standpoint approach, informed by the experiences and adaptations of protected area and gateway community residents, to explore biocultural dynamics through technology use, identities, and affect.

## UNIVERSITY OF PISA

Caterina Tomei and Marta Antonini, more info to come.

## CENTRAL CHINA NORMAL UNIVERSITY

**Jinyu Shi**, MTM China Program

**BIO:** Jinyu Shi is studying at the MTM-China project which is a collaborative Master of Tourism Management program between Central China Normal University and Colorado State University. Jinyu is interested in the 'Researching Tourism' focus on youth outdoor field trip education, which is closer to nature and outdoor recreation education. This field of research focuses on encouraging students to explore and learn independently through field trip experiences. Jinyu is currently participating in a research group on improving young students' learning ability at an elementary and middle school level through an outdoor field trip, with hopes that tourism and education can be better combined to make future development more sustainable.



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# PLENARY SPEAKERS



## Plenary Talk with Paloma Zapata

Thursday, 27 October, 12:00 pm MT

**PALOMA ZAPATA:** Chief Executive Officer, Sustainable Travel International

**BIO:** As CEO, Paloma leads the organization's global efforts to maximize tourism's contribution to conservation and development in order to protect destinations, preserve natural environments, and improve community well-being. With over 15 years of experience in sustainable tourism and economic development, Paloma has designed and implemented impactful initiatives and projects in 25 nations across the globe. Her work has ranged from addressing the shortcomings of the current tourism supply to deriving sustainable development strategies and formulating policies. Some of her achievements include contributing to the creation of sustainable tourism master plans for Belize, Bermuda, Colombia and Panama, as well as developing a plan to link disenfranchised communities in Cambodia's Siam Reap region to the tourism value chain.

Paloma joined Sustainable Travel International in 2015 and previously served as Vice President. Prior to joining Sustainable Travel International, she served as a Senior Consultant for Tourism & Leisure consulting, leading numerous transformative tourism development projects around the world. Earlier in her career she worked for IBM's microelectronics division as Staff Industrial Engineer and registered three patents.

Paloma holds a master's in business administration and a postgraduate degree in tourism management from ESADE Business School in Barcelona, Spain. She is a native speaker of Spanish and English.



## Plenary Talk with Grace Bottitta-Williamson

Thursday, 27 October, 2:30 pm MT

**GRACE BOTTITTA-WILLIAMSON:** National Recreation and Tourism Coordinator, NOAA's National Marine Sanctuary System

**BIO:** Conservation through the participation in equitable experiences (aka responsible recreation and sustainable tourism) is critical to protect and conserve natural and cultural resources. Utilizing her 25+ years in the conservation sector, Grace works with the outdoor recreation and tourism industry sectors to strategically engage them to national marine sanctuaries (aka blue parks) through shared values. Recently, she has introduced a "destination stewardship" approach to advance both protection of NOAA's resources while fostering sustainable economic growth in communities adjacent to sanctuaries. Grace is a strong advocate for a federal interagency coordinated approach to strengthen local resource allocation and decrease stakeholder fatigue. Prior to joining NOAA, she specialized as a bird and wetland biologist with the National Park Service, US Fish and Wildlife Service, Canadian Wildlife Service, and Ducks Unlimited, Inc. In recognition of her conservation efforts, she was selected as a National Conservation Leadership Institute (NCLI) Fellow. As an avid birdwatcher, kayaker, gardener, travel enthusiast, local foodie, CrossFitter and mom of twins, Grace and her family are naturally active outdoors. Grace invites you to join the celebration of 50 years of ocean conservation and stewardship at <https://sanctuaries.noaa.gov/50/>. Respect. Protect. Enjoy.

# CSU MASTER OF TOURISM MANAGEMENT PANEL

## THURSDAY, OCTOBER 27, 1:00 PM MT



**KEN WIDMAIER:** Principal, Front Range Hospitality Consulting

**BIO:** Following over 40 years in the hospitality industry serving top-tier hotels, resorts, and property management companies, Ken is excited to embark on his next venture to devote his experience, industry acumen, creative problem solving, and enthusiasm to meaningfully contribute to a select portfolio of passion projects and clients. Ken thrives on optimizing performance in upwardly repositioning assets as well as in properties not achieving peak results. Driving asset value, building teams to achieve strategic goals, cost management, talent development, and strengthening corporate and stakeholder value while increasing market share through innovative industry solutions are all challenges he embraces and excels in. *More info online.*



**SAMANTHA ALBERT:** Deputy Director, Colorado Outdoor Recreation Industry Office

**BIO:** Samantha serves as Deputy Director for the Colorado Outdoor Recreation Industry Office (OREC). Her work as Deputy Director supports the office's mission of inspiring industries and communities to thrive in Colorado's great outdoors. This is accomplished by supporting programming that focuses on four areas: economic development, conservation and stewardship, education and workforce training, and public health and wellness. Prior to her work with OREC she worked for El Pomar Foundation where she helped direct the Regional Partnerships program and supported regional grant-making in Northwest Colorado. *More info online.*





# TOURISM *Naturally* CONFERENCE

## ADVISORY COMMITTEES

The Tourism Naturally Conference 2022 Team wishes to extend our deepest gratitude to the members of the Advisory Board for their continued support in making the 2022 conference a success. We thank you for your efforts in helping us continue our mission of increasing professionalism and effectiveness in the travel and tourism field.

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# CONFERENCE COHOSTS



## **CENTER FOR PROTECTED AREA MANAGEMENT** COLORADO STATE UNIVERSITY

CPAM is an outreach arm of the Department of Human Dimensions of Natural Resources in the Warner College of Natural Resources at Colorado State University. Its team works to contribute to the conservation and effective and equitable management of the world's protected areas and the landscapes and seascapes that connect them. It does this through capacity building, applied research, and technical collaboration with the organizations that manage parks and protected areas and the communities whose well-being depends on them. Covering over 15% of the world's land surface and nearly 10% of its oceans, protected areas play a vital role in outdoor recreation and nature-based tourism and CPAM works globally to maximize the contribution of protected areas to sustainable and equitable outdoor recreation and nature based tourism opportunities around the world. Our work helps ensure that public use of parks and reserves helps fund conservation, builds public and decision maker support for conservation, strengthens communities and enterprises that depend on nature based tourism and outdoor recreation for their livelihoods, and creates safe, enjoyable and memorable experiences for local, national and international visitors. CPAM also works more broadly on planning and managing protected areas, equity and inclusion in protected areas, sustainable finance and governance, and developing leadership and technical capacity to manage protected areas.



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## **HUMAN DIMENSIONS OF NATURAL RESOURCES** COLORADO STATE UNIVERSITY

The Department of Human Dimensions of Natural Resources (HDNR) at Colorado State University is positioned to meet the complex challenges of natural resource management with a growing global population. We do this through understanding and attending to the needs and values of humans, human society and culture as they relate to the conservation and enjoyment of the natural environment. The Department offers an MS and PhD in Human Dimensions of Natural Resources, a Masters in Tourism Management, and an MS in Conservation Leadership; as well as graduate certificates in Adventure Tourism, Communications for Conservation and Ski Area Management. The Department is one of seven programs in the U.S. that offers a comprehensive Bachelors, Masters, and Doctoral Program, and is home to the Center for Protected Area Management (CPAM).



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