

*School of Management and Marketing*  
*Seminar Notice*

TITLE : **Achieving Sustainable Tourism: Technology or Persuasion - a case for Social Marketing?**

SPEAKER : **Professor Bernard Lane**  
**Red Kite Environment Limited**  
**Gloucester, UK**

**BIOGRAPHY**

**Bernard Lane** is a consultant, writer and lecturer with over 40 years experience, specialising in sustainable tourism, heritage conservation, rural development and public participation in change and conservation processes. He founded and co-edits the *Journal of Sustainable Tourism*, and is an associate editor of the *Journal of Ecotourism* and the *Journal of Interpretation Research*. He is an advisory board member of Sustainable Travel International (USA), and a Visiting Fellow at the Universities of Bristol and Sheffield Hallam in the UK. He works with Red Kite Environment ([www.redkite-environment.co.uk](http://www.redkite-environment.co.uk)) on a range of consultancy issues, including heritage site/region and protected area management, local, company, regional and national sustainable tourism strategy development, partnership creation and management, interpretation projects, marketing strategies and audience development work. He has lectured and acted as consultant in over 30 countries and on all continents.

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DAY/DATE : Thursday, **21 February 2008**

TIME : 12.30-1.30p.m.

VENUE : **40A.681**

ABSTRACT

This presentation looks at the critical future questions facing the nearly 40 year old concept of sustainable tourism. It describes and defines the subject, before reviewing why the industry, governments and the travelling public have all, so far, been slow to respond to its calls. It notes the huge growth of the tourism industry in recent years, and the current resurgence of interest in sustainable tourism, driven by fears of climate change, changes within society and the rising price of energy. It then sets the burning question within the subject - will technology or social marketing be the key driving force that will achieve more sustainable tourism in the future? It also asks the question - why are so many tourism academics neither skilled in social marketing nor in technology or science?

Lunch will be provided. **RSVP** thanks.

SMM Research Seminar Series Convenor,

*Joshua Chang*