



## Europass Curriculum Vitae



**Lucy McCombes** is a tourism and community development professional with an academic background in Social Anthropology of Development (MA) and Responsible Tourism Management (MSc). Offering an applied and social perspective on responsible tourism development, core skills and work experience are in community participation and consultation, participatory and multi-stakeholder planning, monitoring, evaluation and impact assessments, socio-cultural analysis, qualitative and interpretation research, and project management. Her research interests are in the social impacts of tourism and managing host-guest interaction and she currently teaches on this subject at Masters level. Prior to joining the ICRT team in 2009, she worked for five years in urban regeneration in the UK, and for five years in community development in Mali, The Gambia, India and Jamaica. This has included working for Plymouth New Deal for Communities, PLB Consulting Ltd (natural & cultural heritage specialists), the Association of Small-Scale Enterprises in Tourism (ASSET) in The Gambia, Refugee Action and development NGOs in Mali.

**Desired employment / Occupational field** **Short term consultancy in tourism development, training and impact assessments/evaluations.**

### Work experience

Dates *2009-present*

Occupation or position held Research Fellow and Consultant of the International Centre for Responsible Tourism [www.icrtourism.org](http://www.icrtourism.org)

Main activities and responsibilities Teaching and production of distance learning materials for the MSc Responsible Tourism Management course, including as the project manager for the delivery of the course and the Commonwealth scholarships in The Gambia. Also, working on a range of tourism-related external consultancy and research projects where recent clients have included The Travel Foundation, Virgin Holidays, Hidden Britain SouthEast, International Consumer Research and Testing and the World Travel Market.

Name and address of employer Leeds Metropolitan University, UK  
Type of business or sector Higher Education and Tourism

Dates *September 2011*

Occupation or position held Researcher

Main activities and responsibilities Social Impact Assessment (SIA) for a travel company in Bulgaria and their walking tours.

Name and address of employer Odyssea-In, Sofia, Bulgaria

Type of business or sector Private Sector

Dates *June 2011*

Occupation or position held Consultant

Main activities and responsibilities Facilitation of Concept Note for ACP-EU Culture Programme Funding Proposal

Name and address of employer Association of Small-Scale Enterprises in Tourism, ASSET

Type of business or sector Non-Profit

Dates *March 11 - present*

Occupation or position held Consultant

- Main activities and responsibilities** Desk-based research study investigating opportunities in a range of tourist destinations for increasing the contribution of crafts to local economies through linkages with tourism. Activities included working with a team to research the nature of the craft industry in the Caribbean, Tunisia and Kenya and developing three project concept notes for possible funding.
- Name and address of employer** The Travel Foundation, Bristol, UK
- Type of business or sector** Independent UK Charity - tourism
- Dates** *Dec 10- Feb 11*
- Occupation or position held** Lead consultant
- Main activities and responsibilities** Led a multidisciplinary team to conduct a feasibility study in The Gambia which reviewed the current and potential contribution of traditional handicrafts in The Gambia to local livelihoods, and provided recommendations on a number of potential craft project proposals for The Travel Foundation to consider implementing in partnership with the existing package tourism industry.
- Name and address of employer** The Travel Foundation, Bristol, UK & The Gambia
- Type of business or sector** Independent UK Charity - tourism
- Dates** *Sept – Nov 10*
- Occupation or position held** Consultant
- Main activities and responsibilities** Conducted sustainability audits of international hotel chains in Cancun and Nice as part of the fieldwork for a research project and CSR benchmarking exercise looking at the ethical behaviour of hotels.
- Name and address of employer** International Consumer Research and Testing (ICRT), Spain
- Type of business or sector** International consortium of more than 45 independent consumer organisations world-wide
- Dates** *Aug 10*
- Occupation or position held** Consultant/Travelife Auditor
- Main activities and responsibilities** Completed the Travelife independent auditors training and conducted five hotel sustainability audits in Majorca on behalf Travelife.
- Name and address of employer** Travelife/Association of British Travel Agents (ABTA), London
- Type of business or sector** National Trade Association - tourism
- Dates** *Feb- May 10*
- Occupation or position held** Lead consultant
- Main activities and responsibilities** Designed and conducted an evaluation for Hidden Britain South East of their charity-run initiative which aims to support development of community-led tourism in rural areas across the region.
- Name and address of employer** Hidden Britain South East, UK
- Type of business or sector** Not-for-profit organization - tourism
- Dates** *May 10*
- Occupation or position held** Guest speaker
- Main activities and responsibilities** Moderator of opening session at the Africa Travel Association's 35th Annual Congress on Sustainable and Responsible Tourism in Africa hosted in The Gambia.
- Name and address of employer** Africa Travel Association, New York
- Type of business or sector** International Travel Industry Trade Association - Tourism
- Dates** *March 10*
- Occupation or position held** Guest speaker
- Main activities and responsibilities** Guest speaker at IAIA annual conference hosted in Geneva presenting a paper on "Taking responsibility for the social impacts of tourism"
- Name and address of employer** International Association of Impact Assessment

Type of business or sector Leading global network on best practice in the use of impact assessment

Dates *Jan 10*

Occupation or position held Keynote speaker

Main activities and responsibilities Keynote speaker for the BBLF special conference on “The business case for responsible tourism”

Name and address of employer Bulgarian Business Leaders Forum (BBLF), Sofia

Type of business or sector Business association in Bulgaria promoting the values of corporate social responsibility (CSR).

Dates *Jan 10*

Occupation or position held Consultant

Main activities and responsibilities Comparative website analysis for World Hotel Link as part of their independent evaluation led by ICRT

Name and address of employer Worldhotel-link.com (WHL)

Type of business or sector Private company - tourism

Dates *June 08 – Aug 09*

Occupation or position held Research Consultant

Main activities and responsibilities Research consultant with PLB Consulting Ltd who offer a range of services related to the management of cultural and natural heritage to a wide range of private sector companies and public sector bodies in the UK and internationally. Worked on a range of projects including the preparation of an interpretation strategy for the Northern Ireland Tourist Board on the Causeway Coastal Route and St Patrick’s Trail – two long distance trails in Northern Ireland. Also, cultural heritage interpretation and exhibition design projects such as Winterbourne House, Priory Museum, and Barony A-Frame colliery.

Name and address of employer PLB Consulting Ltd

Type of business or sector Private sector consulting company – natural and cultural heritage/tourism

Dates *Feb 08 – Feb 09*

Occupation or position held Independent Consultant

Main activities and responsibilities Carried out evaluations on a range of community regeneration projects funded by Plymouth New Deals for Communities.

Name and address of employer RT Matters, Plymouth, UK – self employed

Type of business or sector Consultancy – community development

Dates *Nov 06 – June 07*

Occupation or position held Co-ordinator

Main activities and responsibilities Temporary Coordinator for the Association of Small-Scale Enterprises in Tourism (ASSET) in The Gambia who support small-scale enterprises in tourism to trade fairly and pursue sustainable development. Work included the coordination of a number of projects to provide marketing, product development, training, advocacy, and capacity-building support to members.

Name and address of employer Association of Small-Scale Enterprises in Tourism, The Gambia

Type of business or sector Not-for-profit trade association - tourism

Dates *Dec 06 – June 07*

Occupation or position held Researcher

Main activities and responsibilities Carried out 6 months study which investigated (1) the factors which affect the nature of the interaction between package tourists and local people, and (2) how to address the issue of tourists being hassled by local beach boys/“bumsters”. Methods used included a tourist survey, participant observation, and in-depth interviews with a range of stakeholders.

Name and address of employer Gambia Responsible Tourism Partnership (as part of MSc dissertation for ICRT).

Type of business or sector Not-for-profit organization - tourism

Dates *Aug 02 – Nov 06*

Occupation or position held Programme Co-ordinator and Participation Worker

Main activities and responsibilities As programme coordinator, responsible for the development and coordination of a comprehensive health strategy to address health priorities in the Devonport area. Work included project planning and budget management, development of capital projects, strategy development and implementation, and managing multi-stakeholder processes. As participation worker, responsible for management of the community development team tasked with the engagement and capacity building of the local community in the regeneration process. Work included designing and managing community consultation for a wide range of local issues and for the Area Master Plan, capacity building of local groups and coordinating local events.

Name and address of employer Devonport Regeneration Community Partnership, Plymouth, UK

Type of business or sector Community Partnership – community development

Dates April 00 – Mar 02

Occupation or position held Capacity Builder

Main activities and responsibilities Working with two Malian NGOs (GRAD and Jam Sahel) to develop their administrative, information-sharing, organisational, planning and research capacity. Work focused on designing and implementing participatory action-research on the role of women in natural resource conflict management (part of a West African Programme led by the International Institute for Environment and Development)

Name and address of employer International Service, York (placement in Bamako, Mali)

Type of business or sector International Development Charity - development

Dates Sept 96 – Sept 97

Occupation or position held Volunteer project co-ordinator

Main activities and responsibilities Project co-ordinator at Best Care Home in Jamaica for abandoned children and young adults with mental and physical disabilities. Responsible for a wide range of activities including managing development projects, organising events, fundraising, and networking.

Name and address of employer Global Action, UK (placement in Kingston, Jamaica)

Type of business or sector Volunteer Organisation - development

## Education and training

Dates 2010 - current

Title of qualification awarded Post Graduate Certificate in Higher Education (PGCHE)

Principal subjects/occupational skills covered Teacher training (innovative and reflective teaching practice)

Name and type of organisation providing education and training Leeds Metropolitan University, UK

Dates 2006 - 2008

Title of qualification awarded MSc Responsible Tourism Management (Distinction)

Principal subjects/occupational skills covered Tourism and application of responsible tourism principles to development practice

Name and type of organisation providing education and training University of Greenwich, UK

Dates 1998 - 1999

Title of qualification awarded M.Sc. Social Anthropology of Development (Merit)

Principal subjects/occupational skills covered Application of social anthropology to development practice

Name and type of organisation providing education and training School of Oriental and African Studies (SOAS), University of London, UK

Dates 1993- 96

Title of qualification awarded BA (Hons) Social Anthropology (First Class)

Principal subjects/occupational skills covered Social anthropology and international development

Name and type of organisation providing education and training University of Kent, Canterbury

### Personal skills and competences

Mother tongue(s) **English**

Other language(s) **French**

| Self-assessment<br><i>European level (*)</i> | Understanding |         | Speaking           |                   | Writing |
|--|---------------|---------|--------------------|-------------------|---------|
|  | Listening     | Reading | Spoken interaction | Spoken production |         |
| <b>French</b>                                | Good          | Good    | Good               | Good              | Poor    |

(\*) *Common European Framework of Reference for Languages*

Other skills and competences Extensive experience in participatory community development practice, planning and consultation strategies and events. Have completed a range of professional training with ICA:UK in facilitation, planning methods and PRA tools, and with IAIA in conducting social impact assessments. Also, have considerable experience in conducting evaluations, grant applications and in project management.

Membership of professional bodies Member of International Association for Impact Assessment and the Royal Anthropological Institute; Travelflife Hotel Sustainability Auditor

Driving licence Yes

### Annexes PUBLICATIONS & CONFERENCE PAPERS

- McCombes, L. (2011) (Edited by Vanclay, F.) *Key Citations on the Impacts of Tourism*, International Association of Impact Assessment
- McCombes, L. (2012) 'Tourist-Host Encounters in a Love Bubble?', in Van Beek, W. and Schmidt, A. (Edition) *African Hosts and their Guests*, Currey James Press
- May 2010, guest speaker at the African Travel Association (ATA) annual conference hosted in The Gambia on "*Responsible Tourism in The Gambia*"
- April 2010, presented paper at the Annual Conference of the International Association for Impact Assessment in Geneva on "Taking Responsibility for the Social Impacts of Tourism"
- January 2010, keynote speaker at the Bulgarian Business Leaders Forum's Tourism and CSR Conference in Sofia, presenting a paper on '*The Business Case for Responsible Tourism*'
- January 2010, presented paper at the ICRT Conference in London on Tourism, Local Economic Development and Poverty Reduction, *Engaging with Bumsters in The Gambia: The Role of the Private Sector*
- Goodwin, H. McCombes, L. and Eckardt, C. (2009) *Advances in Travel Philanthropy: Raising money through the travel and tourism industry for charitable purposes*, World Travel Market Report
- March 2008, presented paper at the Second International Conference on Responsible Tourism in Kerala, *Can tourist-host encounters be responsibly managed?*
- April 2006, presented paper at the Royal Anthropological Institute's Periphery and Policy Conference, *Anthropology of tourism and the responsible management of tourist-host encounters*
- Hamilton, L. (maiden name) & Dama, A. (2003) Gender and natural resource conflict management in Niore du Sahel, Mali, IIED Issue Paper No.116