mas|contour
TOURISM CONSULTING
REGIONAL PLANNING

HENDRIK WINTJEN

SENIOR CONSULTANT

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PROFESSIONAL OVERVIEW

Since 2010	Senior Consultant, mas|contour GbR Tourism Consulting & Regional Planning, Berlin
2006 – 2009	Senior Advisor Sustainable Tourism, SNV Netherlands Development Organisation, Peru
2004 – 2005	International Consultant for Sustainable Tourism (various market studies for GTZ)
1998 – 2004	Managing Director of the Tourism Promotion Association Futuropa, San José, Costa Rica; within the framework of the "Integrated Experts" program of the German Development Agency CIM/GTZ
1993 – 1997	Station Manager for the German tour operator Medico Flugreisen in Costa Rica; management of the local incoming agency
1992 – 1993	Administration Manager & Customer Service Supervisor for the local representation office of Medico Flugreisen in Costa Rica

EDUCATION

1987 – 1990	Industrial Business Administration Trainee Program, Thomas Möbelwerkstätten, Bremervörde/Germany

KEY QUALIFICATIONS

- Tourism Marketing and Product Development
- Sustainable Destination Management and -Marketing
- Market Research
- Market Access for Small and Medium Tourism Enterprises
- Tourism Research, Monitoring and Evaluation
- Knowledge Transfer (Education and Training)
- Change Management
- Special Topics:
  - European Source Market
  - Institutionalization of Marketing Clusters
  - Incoming Tourism in Long-haul Destinations
  - Tourism and Poverty Reduction

SPECIAL TRAININGS

2008 Sustainable Tourism Cluster Seminar – Innovation Scale Up in Sustainable Tourism
IADB – Inter American Development Bank, Panama

2008 Corporate Social Responsibility in Tourism Enterprises – from Philanthropy towards Strategic Integration
Universidad Antonio Ruiz de Montoya, Peru

2008 Inclusive Business Training
SNV Netherlands Development Organisation, Peru

2007 International Seminar Tourism Marketing und Quality Management
Tendenze, Peru

2006 Leading and Managing Change
Management Concepts, Washington D.C.

2006 Resolving Conflict
Management Concepts, Washington D.C.

1999 The Anatomy of Incentive Travel
SITE – Society of Incentive and Travel Executives, Costa Rica

1988 Energo-Cybernetic Strategy (EKS), Frankfurt/Germany

LANGUAGE SKILLS (Mark 1 to 5 for competence)

Language:	German (Mother Tongue)	English	Spanish
Reading:		5	5
Speaking:		5	5
Writing:		5	5

SPECIFIC EXPERIENCE IN THE REGION

	Country	Date: from – to (month / year)
1.	Belize	08 / 2003; 04 / 2010
2.	Bolivia	03 / 2007; 07 / 2008
3.	Costa Rica	05 / 1992 – 12 / 1997; 01 / 1998 – 07 / 2004; 07 / 2005; 02 / 2010
4.	Ecuador	06 / 2007; 11 / 2009 – 12 / 2009; 03 / 2010
5.	El Salvador	08 / 2003; 08 / 2005
6.	Guatemala	08 / 2003; 08 / 2005; 02 / 2010
7.	Honduras	10 / 2000; 09 / 2002; 08 / 2003; 04 / 2006
8.	Mexico	03 / 2006; 04 / 2010
9.	Nicaragua	10 / 1999; 05 / 2001; 08 / 2003; 07 / 2004; 08 / 2005; 12 / 2006; 09 / 2008; 02 / 2010
10.	Netherlands	11 / 2004; 01 / 2005; 01 / 2006; 04 / 2010
11.	Panama	05 / 2001; 08 / 2003; 10 / 2003; 10 / 2005
12.	Peru	02 / 2006 – 01 / 2009; 04 /2010
13.	Spain	02 / 2004; 11 / 2004; 04 / 2010
14.	United Kingdom	11 / 1995; 11 / 2004; 05 / 2010
15.	USA	06 / 1995; 10 / 2005; 04 / 2010

We would be happy to send you our curricula vitae either in a more detailed version or in EU format: contact@mascontour.info