



## NICOLE HÄUSLER M.A.

GENERAL MANAGER,  
SENIOR CONSULTANT ON SUSTAINABLE TOURISM /  
INSTITUTIONAL CHANGE MANAGEMENT

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### ACADEMIC EDUCATION

- 1985 – 1992      Study of Social Anthropology & Science of Communication/ Journalism & Agro-Sociology at Georg-August-University, Göttingen/ Germany
- Since 2009 (ICRT)      Part-Time PhD Candidate at Leeds Metropolitan University – International Centre for Responsible Tourism

### PROFESSIONAL OVERVIEW

- Since 2005      Managing Partner of mas|contour Tourism Consulting & Regional Planning, Berlin/ Germany
- Since 2007      Consultant on Institutional Change Management
- Since 2006      Lecturer at Eberswalde University for Sustainable Development/ Germany (Master Programme of Sustainable Tourism Management); Main Topics: Tourism in Developing Countries, Pro-Poor Tourism, Responsible Tourism, Intercultural Communication
- 2003 – 2005      Tourism Consultant for the Protected Areas in Bolivia in cooperation with CIM/ GTZ and Servicio Nacional de las Áreas Protegidas – SERNAP, La Paz/ Bolivia
- 2002      Organizer of Regional Conference in Southeast-Asia during the International Year of Ecotourism in cooperation with UNEP, Chiang Mai/ Thailand
- 1999 – 2001      Tourism Consultant for the Thai NGO “Responsible Ecological Social Tours – REST”; Implementation and Marketing of Community-based Tourism Projects, Bangkok/ Thailand
- 1997 – 1998      Tour Guide (TUI, Dr. Tigges) and freelance Travel photographer in Southeast Asia

## KEY QUALIFICATIONS

- Sustainable Tourism Consulting, Management and Planning
- Institutional Change Management
- Tourism Research, Monitoring and Evaluation
- Tourism Planning in Developing and Emerging Countries
- Knowledge Transfer (Education and Training)
- Intercultural Communication
- Project Management
- Special Topics:
  - Tourism and Poverty Reduction
  - Tourism in Protected Areas/ Ecotourism
  - Community-based Tourism (CBT)
  - Corporate Social Responsibility (CSR)
  - Participatory Methods

## SPECIAL TRAININGS

- |             |   |
|-------------|---|
| 2010        | Qualification in Capacity WORKS – Management Model for Sustainable Development<br>denkmodell®, Berlin/ Germany  |
| 2007        | Institutional Change Management, Triangel, Berlin/ Germany  |
| 2005        | Taller Regional para Países Andinos sobre Indicadores de Sostenibilidad en Destinos Turísticos<br>World Tourism Organisation – UNWTO, Rurrenabaque/ Bolivia   |
| 2004        | En busca de sostenibilidad en Áreas protegidas – Políticas y Orientación del Ecoturismo<br>Instituto Interamericano – Buenos Aires/ Argentina   |
| 2004        | The Role of Consultants in Development Projects, Project Management, The Understanding<br>of Organisational Matters in the Intercultural Context<br>InWEnt – Capacity Building International, Bad Honnef/ Germany |
| 2003        | Participation Tools in Development Projects<br>Association for Development Cooperation (AGEH), Cologne/ Germany   |
| 2002        | Training for Facilitators<br>Association for Development Cooperation (AGEH), Cologne/ Germany   |
| 2001        | Project Budgeting and Financial Reports<br>Association for Development Cooperation (AGEH), Cologne/ Germany   |
| 1989 – 1990 | Six Month Field Research in Goa/India for MA-Thesis: “Impacts of Tourism in Goa”  |

## LANGUAGE SKILLS (Mark 1 to 5 for competence)

Language:	German (Mother Tongue)	English	French	Spanish
Reading:		5	2-3	4-5
Speaking:		5	1	4-5
Writing:		4-5	1	3-4

## SPECIFIC PROFESSIONAL EXPERIENCES

	Country	Date: from – to (month/year)
1.	Bolivia	8/2003 – 9/2005; 3-4/2007
2.	Brasilia	9/2003
3.	Burma / Myanmar	3/1996; 1/1997; 11/1997; 12/1998 – 1/1999; 8/2001; 4/2002; 1/2008; 7/2009; 10/2009
4.	Cambodia	1/1994; 3/1995; 8/2000
5.	China	11/2001; 8/2006; 11/2009; 9/2010
6.	Ecuador	6/2005
7.	India	10/1989 – 4/1990; 3/2008
8.	Indonesia	7-9/1987; 6/1997; 5/2002; 9/2005;
9.	Kazakhstan	2/2009
10.	Laos	7/1998; 1/2001; 2/2001; 10/2008; 10/2009
11.	Macedonia	5/2008; 11/2008
12.	Malaysia	9/1987; 1/1997
13.	Peru	1/2004; 4/2007
14.	Philippines	11/1999
15.	Senegal	7/1986
16.	Sri Lanka	9/2006; 9/2006; 9/2009; 11/2009; 9/2010
17.	Thailand	5/1997 – 6/2002; 5/2007; 9/2009; 11/2009; 5-7/2010; 9/2010
18.	Venezuela	10/2003
19.	Vietnam	12/1993 – 1/1994; 3/1995; 1/2000; 4/2000; 7-8/2000
20.	Yemen	8/2010; 11/2010

## MEMBER OF ASSOCIATIONS (AMONG OTHERS)

- Since 1997 Co-Founder of GATE e.V. – Network – Tourism – Culture, Berlin/Germany
- Since 2000 Member of 'The International Ecotourism Society (TIES)', Washington/USA
- Since 2007 Associate of 'The International Centre for Responsible Tourism – ICRT, Leeds/UK
- Since 2007 Member of the Advisory Panel "Responsible Tourism Day", WTM, London
- Since 2010 Scientific Advisory Board of Futouris e.V., Berlin/Germany