

SHORT Curriculum Vitae

Prof. ANTHONY VICTOR SEATON, Ph. D. , M.A (Oxon).,
B.A

Short Summary

Tony Seaton has a first class honours degree in the Social Sciences, a Masters in Literature from Oxford University and a Ph. D. in Tourism from Strathclyde University ..

For over twenty years he has taught and researched in the fields of cultural studies and tourism at 5 British universities. Between 1992 and 1998 he was Reader in Tourism at the University of Strathclyde and in 1993 founded the Scottish Tourism Research which acted as advisor to governments on cultural tourism, thanatourism and book town development. In November 1998 he left Strathclyde to become Whitbread Professor of Tourism Behaviour at the University of Bedfordshire where he set up the International Tourism Research Centre of which he is Director.

He has consulted and researched for national and regional governmental tourism organisations in Cyprus, Finland , Scotland, Ireland, UK Most recently (June 2004-Jun 2005) he spent 6 months on a contract to the Jordan Tourist Board in Amman, designing, establishing and training its new Research Department. He has represented the UK in diplomatic missions by the Department of Trade and Industry to India and Greece, and worked on major collaborative EU tourism projects in Bulgaria, Greece, Norway, Belgium, France and the Netherlands.

He has written/edited 5 books and published over 70 articles and papers on tourism, and is on the editorial board of 2 international tourism journals. He has lectured, researched and been visiting fellow or professor in 60 countries including America, Australia, Scandinavia and most countries in Europe. He is a Fellow of the Royal Society of Arts.

Main Consultancy/Industry research over last 10 years

1996: Performed benchmarking analysis for Scottish Tourist Board of Scotland's tourism 1986-1996, versus competitors and rest of Europe, including assessment of marketing spend related to tourism results.

1996 - 1997: Member of Tourism Advisory Group of Strathclyde European Partnership (SEP), the European Regional Development Funding group which awards grants to tourism projects in W. Scotland (total annual budget £60 million). I was the Scottish HE representative. Other members included senior executives from the Scottish Tourist Board, Scottish Enterprise and Scottish Office.

- 1995-1996: Member of Tourism Management Training programmes team for Scottish Enterprise.
- July 1996: Member of "Thinks Tank" set up by Scottish Enterprise in a project with the Henley Centre to identify tourism development strategies for Scotland for the year 2005.
- 1998-1999: Only academic member of *Tourism Futures Group* set up by Lord James Gordon, Chief Executive of Scottish Tourist Board, to develop long term tourism strategy for Scotland.
- May 1999: Tourism representative, on behalf of British High Commission and Dept of Trade and Industry, mission to Jhaipur, India
- June 2000: Tourism representative, on behalf of British Embassy in Athens, to strategy conference in Corfu
- 2002: Participated in NTO branding project with Finnish Tourist Board

- 2001-2003: Researched and Co-authored study for World Tourism Organisation and European Travel Commission, "Evaluation of NTO Marketing Activities". Also made presentations on results to NTOs in Poland and Hungary
- 2003- 2004: Led English partnership in 3 nation EU project on Tourism Marketing training for SMEs in rural areas. Materials published in April 2005
- 2004: Led university consultancy project for VisitBritain on tourism promotional evaluation (researching conversion study methodology)
- June 2004 - June 2005 Employed by USAID and Jordan Tourism Board in Amman as consultant on Jordan's new tourism strategy. Role was to appraise JTB research capacity and then design, set up and train Research Department (now up and running)
- July 2005 . Member of VisitScotland's Scenario Planning think tank (objective to produce 20 year scenarios and strategic options)
- 2006 Consultancy for UNWTO/ETC on Market Segmentation
- Advisory work with Bedfordshire Council and East of England Tourist Board

Two Evaluation Projects

1996: Marketing evaluation was included in the the benchmarking analysis for Scottish Tourist Board of Scotland's tourism 1986-1996, versus competitors and rest of Europe, including assessment of marketing spend related to tourism results. This study included some effectiveness ratios attempting to link marketing and promotional spend to tourism performance including: cost per tourist pound spent, cost per tourist etc.

2000-2003: The WTO/ETC study was wholly focused on methods of evaluating NTO marketing efforts. The main conclusion - after looking at methods used by large and small NTOs round the world, was that conversion study analysis represented the cutting edge methodology, along with advertising tracking programmes. NB This study did not look at mathematical modelling because, like the authors, all the main NTOs studied were sceptical about it and none had deployed it.,

