

PROFESSOR TERRY STEVENS

BA, MSc, PhD, FRSA, FIMSPA, FALA, ASL, FTS, IAAPA, FIC
MD AND FOUNDER OF STEVENS & ASSOCIATES

INTERNATIONAL TOURISM CONSULTANCY AND TREND ANALYSTS

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ACADEMIC LINKS

Professor of Strategic Communications and Director of International Dynamic Destinations at the School of Management, Swansea University Honorary Professor in Arts and Humanities at Swansea University, Visiting Professor of Tourism Innovation at Cardiff Metropolitan University, Visiting Professor of Tourism Strategy at The Dundee Business School, Associate Professor at The University of Brighton.

BIOGRAPHICAL OVERVIEW

Over 40 years of working in the tourism industry. This has involved work in both the private and public sectors in the UK and USA. Founded Stevens & Associates in 1986 and has provided strategic tourism advice to international development agencies, national and regional governments and blue chip companies in some 50+ countries around the World. Terry specialises in sport and heritage tourism and in all aspects of destination development, management and place-making.

Regular keynote speaker at global conferences, summit meetings and symposia also broadcaster, commentator and the author of over 350 published works on tourism related matters. Has an established reputation for inspiring and innovative ideas and strategic concepts to advance tourism development and has won numerous awards for Clients and for the pursuit of innovative and creative ways of thinking.

NATIONALITY: British

DATE OF BIRTH: 7.2.52

EDUCATION:

PhD RECREATION MANAGEMENT, University of Wales, 'Environment Interpretation in Recreation Management' (U.C.N. Wales, Bangor, 1982)

MSc RECREATION LAND MANAGEMENT, University of Reading, 1974

BA (Hons) GEOGRAPHY, University of Wales (U.C. Swansea, 1973)

Cert EXHIBITION DESIGN, University of Texas, (1977)

ACADEMIC HISTORY:

1990 - 1995 DEAN AND PROFESSOR, Faculty of Tourism and Health Care, Swansea Metropolitan University

1990 -1995 ACADEMIC BOARD Member European Centre for Heritage in Barcelona

1993 - 1995 DIRECTOR, the UK Stadium and Arena Management Unit

1989 – 1995 DIRECTOR, the UK Safety in Leisure Research Unit (SAiL)

1989 - 1990 HEAD of Department of Tourism, Leisure and Health Care at West Glamorgan Institute of Higher Education

1983 - 1985 VISITING PROFESSOR, (TOURISM AND RECREATION), Queen's University, Belfast

1977 – 2015 VISITING LECTURER and EXTERNAL EXAMINER (undergraduate, Masters and PhDs) at a number of Universities

and colleges, including: Ohio State, NHTV Breda, Chambery, University of Texas, Texas A&M, Texas Tech, California, Strathclyde, Cardiff, Swansea, Leicester, Reading, Surrey, Manchester, Leeds Met, Oxford Brookes, Humberside, Bournemouth and UWE.

1995 - 1997 VISITING PROFESSOR, University of Reading

1998 – 2009 VISITING PROFESSOR, University of Bournemouth

2005 – continuing VISITING PROFESSOR, University of Abertay (Dundee Business School)

2011 – 2016 VISITING PROFESSOR, University of Wales Cardiff Metropolitan University

2014 - cont HONORARY PROFESSOR, Swansea University

2015 – cont ASSOCIATE PROFESSOR, University of Brighton

MEMBER OF EDITORIAL PANEL for: Journal of Festivals and Event Tourism; International Journal of Leisure Management; Contributing Editor – Spa Business

2015 – cont PROFESSOR OF STRATEGIC COMMUNICATIONS AND DIRECTOR OF INTERNATIONAL DYNAMIC DESTINATIONS, School of Management, Swansea University

PROFESSIONAL HISTORY:

2010 – continuing Appointed Expert Adviser to UNESCO Cymru-Wales Committee

2011 – continuing Member of the UN World Tourism Organisation Global Expert Panel Monitoring Tourism Trends

2002 – 2006 MEMBER Carnegie Trust Commission on Rural Community Development

2000 – 2006 MEMBER and VICE CHAIRMAN (Strategy) of the Wales Tourist Board

1996 – 1997 MEMBER BBC Wales Independent Assessment Panel

1985 - continuing FOUNDER AND PRINCIPAL, TOURISM AND RECREATION MANAGEMENT CONSULTANT, with Anian Leisure Ltd now **Stevens & Associates**

2007 – 2009 DIRECTOR, Highland Feast Events Ltd

1991 - 1999 DIRECTOR "This Great Game Ltd" International Sports Consultancy

1995 – DIRECTOR International Summer School for Heritage Studies, Finland

1994 – CONVENOR The Future of Europe's Past. COMMETT Programme, Barcelona / Cork / Swansea

1986 - 1994 BUSINESS ADVISOR, Wales Tourist Board

1989 - continuing UN World Tourism Organization and International Labour Office recognised SPECIALIST AND EXPERT IN TOURISM

1984 - 1986 DEVELOPMENT DIRECTOR with Cadw: Welsh Historic Monuments

1981 - 1984 DIRECTOR PARKS AND TOURISM, West Glamorgan County Council

1979 - 1981 RECREATION AND TOURISM, PRINCIPAL PLANNER,
West Glamorgan County Council

1976 - 1979 RECREATION AND TOURISM PLANNING OFFICER,
Pembrokeshire Coast National Park

1974 - 1976 PROJECT PLANNER/OFFICER, Wales Rural Life Centre
Project at the National Museum of Wales

1974 RECREATIONAL LAND MANAGEMENT, The Coke Estate in
Hampshire and the National Trust (Wessex Region)

CONVENOR 2002 UK Government and Business Tourism Summit

PATRON 2008 – continuing, Churches Tourism Network Wales

CHAIR / FACILITATOR Wellness Tourism at the 4th Global Spa
Summit in Istanbul and Ministerial Round Table on Wellness Tourism,
Swansea, 2015

PROFESSIONAL ACTIVITIES:

FELLOW of the Institute of Consulting (Chartered Institute of Management);
FELLOW of the Royal Society of Arts; FELLOW, American Leisure
Academy; FELLOW, Tourism Society; FELLOW, Institute of Leisure
and Amenity Management (and former Vice-Chairman, South Wales)
(now IMSPA); FOUNDER MEMBER, Society for the Interpretation
Britain's Heritage; MEMBER, International Association of Amusement
Parks and Attractions; MEMBER, Association of Sports Facility and
Development Management; MEMBER, International Academy for the
Study of Tourism (of the UNWTO).

AWARDS:

2010 – Shortlisted as one of top five most influential people in
stadium development, The Guinness International Stadia Awards

2007 – Winner of Highlands of Scotland Tourism Award for
Highland Feast

2006 - Award for Excellence by Trends in Leisure and
Entertainment (TiLE), Maastricht

2002 - Elected Fellow of the American Leisure Academy for a
lifetime achievement and contribution to leisure and tourism

2000 – Shortlisted for The Daily Telegraph Small Business
Awards for Website

1993 - Winner, American Express "Annual Review of Travel" on
the Future of Theme Parks

1993 – Highly Commended, British Airways Tourism for
Tomorrow Awards

1992 - Winner, Wales Tourist Board National Training Award

1991 - Winner, British Tourist Authority Winning Words: Training
Award

1989 - Winner ILAM National Leisure Management Award

1987 - Finalist HTV Business Education Awards

1976 - First Prize Royal National Eisteddfod Architectural
Competition

1974 - National Trust Prize for Conservation;

Nominated for CHRIE Achievement Awards for Innovative
Teaching in Tourism in 1994 and 1995;

Nominated and Shortlisted for the Stevenson Fletcher
International Achievement Award for Outstanding Advancement
of the Hospitality Industry 1993 and 1995;

Shortlisted for the CHRIE International Achievement Award in Hospitality teaching and research 1991 and 1992;

Shortlisted for the International Olympic Committee's Raymond Pitter Prize for Olympic Writing 1996;

Recognition by Thomas Cook for Contribution to Tourism 1991;

Nominated for the Robert Foster Cherry Award for Distinguished Teaching 1993

REPRESENTATION:

2007-2008 Editorial Consultant for Welsh Academy's '*The Encyclopaedia of Wales*';

2000 – Member and Vice Chairman, Wales Tourist Board;

1996 – 1996 Non Executive Director Iechyd Morgannwg Health Authority

2015 Advisor to Minister for Economy, Transport and Science on Heritage Tourism Development