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Scott Wayne, President, SW Associates, LLC - Sustainable

Destinations. Mr. Wayne has over twenty years of experience in destination development from local to international levels. Recent experience includes advising public and private sector clients in South Asia, the Middle East, and South East Europe on sustainable destination development. His clients have included the Asian Development Bank, the World Trade Organization, the World Bank, APCO Worldwide, Parsons Engineering, and the Government of Slovenia. Projects have included assisting with multiple sustainable destination development issues ranging from infrastructure, product, and marketing, human resource development,

policy and investment. He is also an adjunct professor of destination planning at Georgetown University.

Mr. Wayne helped to jump-start the tourism industry in Kosovo, develop destination investment strategies for the Asian Development Bank in the South Pacific, recommend trade policy reforms for advancing tourism development in Tanzania and Sierra Leone, and developing a new national tourism strategy for the Republic of Georgia. He has implemented sustainable tourism strategies and market development for the World Bank in South East Europe, Montenegro Tourism Policy Analysis, Regional Competitiveness programs, hotel quality standards systems, and the cruise industry.

Previously, he headed the North America office of the World Travel and Tourism Council, served as the Vice President, of one of the first internet travel start-ups, and was appointed the first Chief of Communications at the UN World Tourism Organization.

He is a graduate of Georgetown University's School of Foreign Service and the University of Southern California's Schools of International Relations and Public Policy. Scott also studied at the American University in Cairo, the London School of Economics, and the Royal Institute of International Affairs. He is a Fellow of the Royal Geographical Society and is the author of numerous articles on sustainable tourism development and eight travel books for Lonely Planet and Sierra Club Books.