

# WALTER JAMIESON

BA, MES, MSc, PhD FCIP, RPP

- Tourism planning and development at international, national, metropolitan and local levels with special expertise in destination management, branding and marketing, stakeholder management, visitor management, poverty reduction, disaster preparedness, community-based tourism and cultural/ heritage tourism.
- Talent management in hospitality, tourism, urban planning and heritage resource management. (Includes needs assessment, course design and delivery, distance delivery, facilitation and train-the-trainers initiatives).
- Service innovation and delivery for the public, private and non profit sectors.
- Creative industries within the context of urban and regional planning and development.
- Metropolitan and urban tourism planning and development.
- Heritage resource management and planning with a focus on heritage sites, historic areas and interpretation.
- Project management and building/ motivating productive teams.

## BRIEF BIO

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For more than 40 years Walter Jamieson has worked to bridge the academic and consultancy worlds through creativity, innovative and out-of-the-box thinking. His activities have been based on a sound set of responsible and sustainable values and principles. His activities include: early work in Canada using tourism and heritage resources as tools for community and economic development, research and consultancy work in China, extensive community-based tourism work in Asia, exploring the power of tourism as a tool for economic and social development, and leadership in creating an innovative service curriculum in Thailand.

Through his interdisciplinary education and experience, he brings creative thinking and practice in a number of areas through an integrated approach to analysis and problem-solving. He has shared this development as a consultant, teacher, trainer, author, facilitator and researcher in more than 20 countries. He has been a member of faculty and management at universities in the United States, Canada, Thailand and Japan. His academic experience has been coupled with a wide range of consultancy projects.

Based on a sound understanding of adult learning and development models he has been involved in a wide range of capacity building exercises in many parts of the world. As a professional planner he sees it as his responsibility to transfer knowledge and create learning and enabling environments that ensure public and private sector stakeholders can achieve their full potential.

He has held numerous executive positions in national and international organizations.

Full academic and professional CVs can be accessed [here](#).

# MAJOR CONSULTANCY ACCOMPLISHMENTS

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Walter Jamieson has been director and a member of several international consulting groups. He has also been director of several university-based consultancies. Clients include the United Nations World Tourism Organization, UNESCAP, UNESCO, SNV, ADB, World Bank, ASEAN, Ministry of Tourism and Sports, Thailand. He has independently or through institutional activities conducted over a 100 public as well as private sector projects at international, national, as well as the local levels. Selected consultancy accomplishments include:

- Tourism development expert on the development of an integrated tourism masterplan for Lombok, Indonesia (a World Bank financed project) for AECOM.
- Consultant responsible for updating the Greater Mekong Sub Region Tourism Sector Strategy funded by ADB.
- Team member responsible for developing the human resource development and capacity building strategy for the Myanmar Tourism Master Plan for ADB.
- Team member on the Five-year Action Plan for the Strategic and Responsible Development of Leshan Mountain Tourism for PATA and the Leshan Municipal Tourism Committee, China.
- Chief strategy advisor, Development of a tourism marketing master plan for Chengdu, China project for PATA.
- Team leader for developing the ASEAN Tourism Strategic Plan and the ASEAN Tourism Marketing Strategy.
- Participation in a number of AECOM Singapore Pte. Ltd. projects throughout Asia.
- Team leader responsible for an ADB funded project developing a national tourism development plan for Cambodia.
- Cooperation with UNESCO and PATA on an impact study for Luang Prabang in Lao PDR.
- Pioneering work with UNESCAP in exploring the role of tourism in poverty reduction.
- Responsible for a wide number of community-based tourism projects in Southeast Asia.
- Visitor management plans for UNESCO for Vat Phou (Lao PDR) and Sukhothai (Thailand) World Heritage Sites.
- Pioneering studies in Canada linking historic preservation, economic and tourism development.
- Development of the plans for the first historic area and the first ecomuseum in western Canada.

## AWARDS

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- Elected into the College of Fellows, Canadian Institute of Planners.
- Queen's Jubilee Medal for contributions to heritage preservation and tourism in Canada.
- Heritage Canada Lieutenant Governors' Award.
- Recognition as one of the leaders at the University of Calgary.
- Recognition by ICOMOS Canada for contributions as its representative at the international level.
- Teaching Excellence Award, The University of Calgary.

## CURRENT POSITIONS

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- Adjunct Professor, Hospitality and Tourism Management, Ryerson University, Toronto
- Chief Innovation Officer, Green Door Solutions
- Adjunct Professor, School of Hospitality, Food and Tourism Management, University of Guelph
- Distinguished Adjunct Professor Asian Institute of Technology
- Professor Emeritus, Faculty of Environmental Design, University of Calgary
- Member of the World Travel Market Responsible Tourism Advisory Panel
- Fellow, Institute of Place Management
- Executive Senior Advisor, Design Fever 39
- Honorable Advisor to the Dean, College of Innovation, Thammasat University
- Advisor, Planeterra Foundation
- Regional Director Asia and Pacific, World Centre of Excellence for Destinations (CED)