

CURRICULUM VITAE

Ester M. Pereira

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Personal

Status: Married

Language skills: English, Portuguese, Spanish, French

Professional Associations: Ecotourism Society, Washington, D.C.; Florida Recreation & Parks Association, Tallahassee, FL; National Parks and Conservation Association, Washington, D.C.; Miami Beach Botanical Garden, Miami, FL.

Education

Ph. D. Faculty of Social Sciences, University of Stavanger, Stavanger, Norway. June 2007. Dissertation title: *From Extraction to Attraction: Making Ecotourism a Reality in the Municipality of Manaus, Amazonas, Brazil*

Master of Science in Park and Recreation Administration, College of Education, Florida International University, Miami, FL. June 1994

Bachelor of Arts in Liberal Arts, School of Education, Barry University, Miami, FL. May 1990

Certifications:

- **Certificate in Tourism and Community Development**, George Washington University, Washington, D.C., June 1999
- **Certificate in Ecotourism, Ecolodge Planning and Development, and Marine Ecotourism**, George Washington University, Washington, D.C., May 1997
- **Certificate in Environmental Studies**, Florida International University, Miami, FL, May 1992
- **Certificate in French Language and Culture**, Sorbonne, Paris, France, 1972

Experience

1989 to Present **Owner of EPR Enterprises, LLC.** A business that specializes in travel consultancy by facilitating research for private sector and non-profit travel organizations in developing customized educational travel programs for their clients.

1997 to Present **Adjunct Professor**, School of Hospitality Management, Florida International University, Miami, FL. Develop and teach classes in tourism development and management; assist with grant proposal writing; advise

students on master's degree thesis projects. Courses taught: *Ecotourism, Cultural Heritage Tourism, and Sustainable Tourism Practices*

- 2001 to Present **Visiting Professor**, The Norwegian School of Hotel Management, University of Stavanger, Stavanger, Norway. Researcher, develop and teach classes in different topics of sustainable tourism; assist with grant proposal writing; advise master's degree students on thesis projects. Courses taught: *Sustainable Destination Management, Consumer Behavior and Sustainable Tourism, and Interpretation and the Role of the Guide*
- 2010 to Present **Researcher. Innoguide Tourism Project** – A Leonardo da Vinci Life Long Learning Project sponsored by the European Union to develop an e-learning platform for tourist guides training. Based on tourist guide research in the eight participating countries, three modules will be developed: Sustainable Tourism Guiding, Intercultural Skills and the European Dimension, and Experiential Guiding. The Project's overall aim is to empower tourist guides to assist with Europe's sustainable development. The modules will be made available to the entire E.U.
- 2003-2005 **Project Co-coordinator. Bagamoyo Cultural Tourism Initiative.** A Norwegian development agency (NORAD) grant-funded project to develop cultural tourism in Bagamoyo, Tanzania. This interdisciplinary project originated from Bagamoyo's interest to be nominated a World Heritage Site, featuring the Slave Trade Route. The work relied on strong North-South partner cooperation that included workshops for local residents, seminars for tourism professionals, and a final document for the implementation of cultural tourism.
- 1998-1999 **International Consultant. Diagnostic and Analyses of Ecotourism in the State of Amazonas, Brazil.** A project funded by the Brazilian Government and Organization of American States to formulate national policy to adopt sustainable tourism for the country's Amazon region. Completed a comprehensive study on the status of ecotourism in the State of Amazonas resulting in a report that has become the blueprint for research in other states of the Brazilian Amazon where the government is facilitating sustainable tourism development.
- 1995-1998 **Special Projects Coordinator, Educational Outreach Programs for Natural Areas Management, Miami-Dade County Park and Recreation Department, Miami, FL.** Develop and implement environmental education programs for county working groups; coordinate meetings with local civic organizations; work with resource managers on habitat restoration projects. Developed and implemented an "Adopt-a-Natural Area" program in 1998 funded by the Knight Foundation to recruit volunteers for resource management on public lands. Developed and implemented the "Natural Areas Neighbors" educational program to

recruit and involve residents in environmental appreciation while assisting land managers at various natural sites.

1973-1988 **Passenger Service Representative**, (Air Portugal, Air France, British Airways). Assist passengers with immigration and customs formalities; translate documentation and interpret for both passengers and US authorities; handle international and domestic ticketing; file flights' clearances and prepare crew schedule rotation.

Conference & Professional Presentations

- Pereira, E., Mykletun, R.J. Hoffmann, O. Horváti. E. (2012). Inoguide: General project aims and research results. Invited speech at *The Prince Philippe Fund in cooperation with Tourism Flanders, the Commissariat général au Tourisme de la Région Wallonne and VISITBRUSSELS, 01 02 2012, Brussels*.
- “Innoguide Project”. Presentation at Kodolanyi Janos University, Budapest, Hungary, April 18, 2012.
- “Tourism and Sustainability”. Presentations at Kodolanyi Janos University International Week, Budapest, Hungary, April 16-19, 2012.
- Pereira, E., Hoffman, O., Horvati, E. & Mykletun, R. J. (2011). The Innoguide WP2: “Knowledge Creation” – summary of research. Paper presented at the *Innoguide Project Conference in Preikestolhytten, 7 – 9 September, 2011*.
- Mykletun, R. J. & Pereira, E. (2011). Tourist guides' working conditions in the Brazilian Amazon. Paper presented at *the Second International Research Forum on Guided Tours*, University of Plymouth, UK, 7-9th of April 2011
- Pereira, E. & Mykletun, R. J. (2009). “Guides as contributors to sustainable tourism? A Case from the Amazon”, paper presented at *the First International Research Forum on Guided Tours*. Halmstad University, Sweden, April 23`25, 2009.
- “Tourism and Sustainability: Are they Reconcilable?” Paper presented at IAATO’s conference on ‘The Future of Antarctica’s Tourism’, March 2008, Miami, USA.
- “Amazon Adventures”. Paper presented at New Zealand tourism and hospitality research conference, November 2004, Victoria University, Wellington, New Zealand.
- “Sustainable Tourism: The case of Bhutan and the Galapagos Islands” a presentation at Faculdade Objetivo, Manaus, Brazil, April 15, 2003
- “The Evolution of Tourism and Sustainable Tourism in the State of Amazonas, Brazil”, a paper presented at the international tourism conference, Cardiff, Wales, September 2002
- “The Role of the Interpretive Guide in Sustainable Tourism” a presentation at Faculdade Objetivo, Manaus, Brazil, April 1, 2002
- “Bhutan: Challenges in Tourist Destination Management” presented at the 10th Nordic Tourism Symposium, Vasa, Finland, October 2001

- “How do Naturalist Guides Add Value to an Ecotour? Interpreting Interpretation in Brazilian Amazonia”, a paper presented at LASA 2000 conference, Miami, FL
- “Interpretation as a Tool for Resource Management” Seminar on Ecotourism, Universidade Nilton Lins, Manaus, Brasil, November 1998
- ”Ecotourism and Protected Areas: a Win-Win Proposition”, a paper presented at the Seminar on the Management of Internationally Significant Protected Areas in the Western Hemisphere, Miami, FL, November 1997

Professional Meetings

- LLP/ERASUMUS Teaching Mobility Programme – 16-21 April, 2012, Kodolanyi Janos University, Budapest, Hungary.
- Sustainable Tourism Seminar sponsored by National Geographic – February 1-2, 2010, Washington, D.C., U.S.A.
- 1st European meeting for the Innoguide project proposal to the EU sponsored by Tourism Flanders – January 14-15, 2010, Brussels, Belgium.
- 21st Annual Education Travel Conference – February 20-13, 2007, Baltimore, MD, USA.
- 12th Nordic Symposium in Tourism and Hospitality Research, October 2003, Stavanger University College.
- Watchable Wildlife National Conference, October 1999, Ft. Meyers, FL
- Sea Trade Show, April 1994 and April 1996, Miami, FL
- Florida Recreation & Parks Association Conference, September 1995, Miami, FL
- World Congress on Adventure Travel and Ecotourism, September 1993, Manaus, Brazil
- First and Second World Congresses on Ecotourism, Ecotourism Society, November 1990 (Miami, FL) and April 1992 (Belize City, Belize)
- Attended Conference on Ecotourism in the Polar Regions, May 1992, Colmar, France
- Attended World Women's Congress for a Healthy Planet, November 1991, Miami, FL

Publications

Pereira, E. & Mykletun, R.(2012). Guides as Contributors to Sustainable Tourism? A Case Study from the Amazon. *Scandinavian Journal of Hospitality and Tourism*, 12(1) 79-94.

Pereira, E. M. & Mykletun, R. J. (2012). Guides as Contributors to Sustainable Tourism: A Case Study from the Amazon. *Scandinavian Journal of Hospitality and Tourism (Special issue on guiding and guided tours)*, 12 (1), 74-94.

Pereira, E. (2012): Sustainability and Tour Guides: Many Roles, One Discourse. In T. Furunes, R.J. Mykletun & E. Marnburg, (Eds.), *Current research in hospitality and tourism*. Oslo: Fagbokforlaget.

- Pereira, E., Hoffmann, O; Horvati, E. & Mykletun, R (2012). *INNOGUIDE: A comparative analysis of guide training programmes in 8 participating countries/regions*. Peter de Wilde, Toerisme Vlaanderen, Brussels, Belgium.
- Nelson, S. & Pereira, E. 2008. *Como Receber Turistas em Áreas Naturais*. GTZ/Projeto Corredores Ecológicos – Amazônia. Manaus – AM, Brasil
- Pereira, Ester (2007) *From Extraction to Attraction: Making Ecotourism a Reality in the Municipality of Manaus, Amazonas, Brazil*. Published doctoral dissertation. PhD Thesis UiS no. 38 – June 2007. University of Stavanger, Norway.
- MMA/IBAMA (2007). *Projetos de Interpretação Ambiental e De Sinalização Visual Para o Parque Nacional do Jaú/AM Termo de Referência no 2005083117131711(B)*. Author: S. Nelson. Colaborators: E. Pereira, E. de Oliveira Lima, M. Aubreton, S T. Monteiro, T. Gigliarano. Manaus, Janeiro 2007
- Mykeltun, R. J.; Pereira, E.; Furunes, T.; Hypolite, C.; Nyoni, F. P. & Bakari, J. (2006). *Bagamoyo as a Tourist Destination. Chief Executive Report*. Stavanger, Norway: University of Stavanger.
- Pereira, Ester (2005). How do Guides Add Value to an Ecotour? Interpreting Interpretation in the State of Amazonas, Brazil. *FIU Review*, 23(2) 1-8.
- Nelson, S. & Pereira, E.(editors) (2004). *Ecotourism: Options in Sustainable Tourism*. Editora Valer, Manaus, AM. Brazil.
- Mykletun, R. J. & Pereira, E. (2003) (book review)., Ralph Buckley, *Case Studies in Ecotourism*, CABI Publishing, Wallingford, 2003, Scandinavian Journal of Hospitality and Tourism, Stavanger Norway.
- Pereira, E., Nelson, S., Aubreton,T. 1999. *Diagnóstico e Análise do Pólo de Ecoturismo do Estado do Amazonas*. Ministério do Meio Ambiente – Secretaria de Coodenação do Amazonas. Brasília, Brasil.
- Pereira, E. 1999. *Ecotourism and the Education of the Tourism Professional*. Landscape Design, No. 17. Tokyo, Japan.
- Pereira, E. 1996. *NAM Introduces Neighbors Program*. Natural Areas News Newsletter, Vol.2, No. 1.
- Pereira, E. 1996. *The Natural Areas Neighbor Program*. FRPA Journal -3- Spring 1996

Ester M. Pereira
School of Hospitality Management
Stavanger, Norway
&
Florida International University
School of Hospitality Management
Miami, FL. USA

Ester Pereira's expertise lies in the field of ecotourism and sustainable tourism. She has over 20 years' experience in ecotourism planning, consulting, and project implementation for both the private and public sectors. In those two decades she has also organized and led ecotours for special interest groups on trains, ships, and private jets on all seven continents, including both polar regions. Her consulting work has taken her to such remote places as New Guinea, the Russian Far East, the North Pole, Tanzania, and to the heart of the Amazon rainforest.

Ms. Pereira has consulted for the Brazilian government on a national policy to adopt sustainable tourism for the country's Amazon region. Her work, along with that of other team members resulted in a comprehensive study on the status of ecotourism in the State of Amazonas that was commissioned by the Brazilian government and the Organization of American States. The publication has become the blueprint for research in the other eight states of the Brazilian Amazon where the government is facilitating sustainable tourism development.

In 2003, Ms. Pereira and two Norwegian colleagues submitted a grant to the Norwegian development agency, NORAD, for a project to develop cultural tourism in Bagamoyo, Tanzania. The grant was approved and work began at the end of 2003. The project was completed in 2005 and it included workshops for local residents, seminars for tourism professionals and a final document that presented various steps for the implementation of cultural tourism. This document was prepared with the collaboration of local tourism providers and academics.

Closer to home, Ms. Pereira has worked on special projects for the Natural Areas Management (NAM), a division of the Miami-Dade County Park and Recreation Department. NAM is responsible for the restoration and resource management of the county's protected natural areas. She has supervised the Division's "Adopt-a-Natural Area" and "Natural Areas Neighbors" programs that involved recruiting volunteers to assist land managers at various sites, and with community environmental educational outreach, respectively. She also consults for NAM on the development of an ecotourism strategy for Miami-Dade County spearheaded by the Park and Recreation Department.

In 2010, Ms. Pereira became one of the main researchers for the Innoguide Tourism Project – A Leonardo da Vinci Life Long Learning Project sponsored by the European Union to develop an e-learning platform for tourist guides training. Based on tourist guide research in the eight participating countries, three modules will be developed: Sustainable Tourism Guiding, Intercultural Skills and the European Dimension, and Experiential Guiding. The Project's overall aim is to empower tourist guides to assist with Europe's sustainable development. The modules will be made available to the entire E.U.

The breadth of Ms. Pereira's knowledge and experience in many different facets of sustainable tourism range from the local to global, and contribute greatly to the curricula offered at FIU's and Stavanger' Schools of Hospitality Management.

Courses developed and taught, and their respective description

Sustainable Tourism Practices:

This course is designed for students to explore and learn about the many facets of sustainable tourism and how they relate to ecotourism. Topics such as the education of the traveler, community development, conservation issues, and other related sustainable development themes are a constant focus. Effective management techniques for sustainable tourism are addressed throughout the course.

Consumer Behavior and Sustainable Tourism

This course addresses issues and trends in tourism consumer behavior, discusses topics that have affected most western markets towards green consumer behavior – behavior that reflects concern about the effects of production and consumption on the natural environment – while examining if and how these trends and concerns are present in tourist consumer behavior. Central to the course are topics that present the future tourism and travel professional with perspectives on how the industry can make a contribution to sustainable development, and how consumer behavior may affect destination management.

Sustainable Destination Management

This course presents students with an introduction to Sustainable Development and introduces the underlying concepts and principles of Sustainable Tourism (ST). The course then addresses issues in the management of environmental, socio-cultural and economic resources of a destination, identifies issues where governments and the industry need to make ST a priority, and offers the students insight and techniques from the perspective of sustainable development.

Cultural Heritage Tourism:

This course imparts to students an understanding of the field of cultural and heritage resource management as tourist attractions. It also discusses some unique cultures and the challenges they face in the 21st Century, while presenting strategies and techniques that will enhance and ensure their preservation. The student gains an appreciation for cultural differences and how travelers can have positive effects at regional and global levels.

Interpretation and guiding

This course introduces interpretation as a tool in conservation and sustainable tourism. Issues such as tourism impacts, visitor management and resource conservation are a constant focus. Qualities of good interpretation, techniques for implementation and case studies, both presenting the natural and cultural environments, will be discussed. Students will be able to develop their own guiding tours based on themes, versus the traditional fact telling, affording the tourist a larger understanding of the place visited.