



Dr. Kristin Lamoureux

Director of the MSBA-HTM Graduate Program at Virginia Tech University

Dr. Kristin Lamoureux is an accomplished hospitality and tourism professional with over 25 years of experience as an educator, researcher and consultant in tourism, ecotourism, adventure tourism, tourism development, destination management and marketing, hospitality management, marketing, strategic planning and research.

Her primary focus areas include indigenous tourism development, tourism development, sustainable tourism, tourism and hospitality workforce development, policy and infrastructure intervention, economic development, culture-heritage tourism, accreditation, destination management, public private partnerships, animal welfare and tourism and rural or community tourism development. She is often asked to serve as an expert commentator on these areas and has recently been quoted in numerous media outlets including Marketwatch, CNN, Forbes, Money Magazine, Skift, Time Magazine, Conde Nast Traveler, Wall Street Journal and the Washington Times.



TOURISMWORKS

TOURISM, MADE MANAGEABLE

Simon Jones

Founder of TourismWORKS and NatureScapes

Simon Jones is the founder of TourismWORKS and NatureScapes, organizations dedicated to enhancing the long-term sustainability of natural land-&-seascapes as well as the people, places and cultures connected to them --- through tourism. For the last 20+ years Simon has helped plan and develop immersive and engaging tourism experiences around the world. Most recently this includes co-Director of the UPLIFT NC tourism program that provides a comprehensive suite of tools, trainings, professional development and mentoring to rural tourism business, sites, attractions and destinations in North Carolina.