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Keynote Address: Flourishing in an Age of Disruption

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Conscious Travel

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Flourishing in an Age of Disruption

Anna Pollock, Founder, Conscious Travel

As a citizen of both the UK and Canada, Anna Pollock has enjoyed a rich and long career as a consultant, strategist, international speaker, and now change agent. She is now writing a book about Conscious Travel—an umbrella concept that links the many initiatives emerging to create a tourism that is not bigger, but better, and better for more.

Over her 40+ year career, Anna has undertaken seminal work in sustainable tourism, education, health tourism, and adventure travel; received *The Visionary of the Year* Award from the Canadian tourism industry; served as Visiting Fellow at Oxford Brookes University; and recently co-founded the Tourism Changemakers Forum designed to foster social enterprise in the tourism and hospitality sectors.

During the 1990s, she established herself as a thought leader on the strategic and tactical implications of the Internet; created the first Internet-based tourism strategy for Scotland, and co-developed one of the first multi-purpose destination management systems. In the following decade she turned her attention to issues related to sustainability and founded the *Icarus Foundation* to raise awareness of climate change. That led her to look more deeply at the impact of international tourism and the root cause of the changes being imposed on tourism and the slowness with which tourism has adjusted.

Conscious Travel provides an alternative model to what Anna calls industrial mass tourism and will be offered as a community-based collaborative learning program to develop leaders committed to ensuring tourism delivers high net benefits to their communities.

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