



# Dr. Nicole Häusler

Sustainable Tourism  
&  
Institutional Change Management



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Berlin, Germany

## Highlights

### Visiting Professorship at 'University for Sustainable Development'

**Eberswalde/Germany in Sustainable Tourism** with special focus on Destination Management, Tourism and Globalisation; Tourism and Culture

### PhD in Sustainable Tourism Development

(Leeds Beckett University, Great Britain)

### Certified Consultant in Institutional Change Management

**Award Winner at ITB 2016:** "Excellence her" in cooperation with UN-World Tourism Organisation – Global Award for Empowered Women in Tourism

## Key Qualifications

Sustainable Tourism  
Tourism Planning  
Tourism Governance  
Community-based Tourism  
Social Anthropology  
Change Management

## Languages



Native



Fluent



Fluent



Intermediate



Basic

## Other Skills

Intercultural Communication & Management  
Team Management  
Workshop Facilitation  
Key Note Speaker

Photography at high-level  
Microsoft Office

## Professional Experience (Selection)

### Lead Consultant or Team Leader

Since 2018 - present

*United Nations – International Trade Centre*

*Myanmar*

- Sustainable product development and tourism governance and planning in Chin, Kayah and Southern Shan States including Monitoring and evaluation of CBT and Cultural products

*GIZ/mascontour – Sustainable Tourism Consulting*

*Uzbekistan*

- Community-based tourism and handicraft promotion in Ferghana Valley
- Elaboration of a tourism development strategy for the Republic of Karakalpakstan including the implementation of several tourism activities
- Potential identification and concept development of the ecotourism sector in Karakalpakstan

*mascontour*

*Germany*

- Evaluation of Tourism Watch/Brot für die Welt

*GIZ/mascontour*

*Serbia*

- Capacity Building in Cultural Tourism and Destination Management in East Serbia

*Palestine*

- Consultancy to support Palestinian private sector tourism stakeholder associations

*(project durations – average 2-3 years)*

### Senior Advisor - full-time contract

2014 - 2018

*GIZ/CIM*

*Myanmar*

- Private Sector Development in Shan State with special focus on CBT projects including CBT Standards
- Responsible Tourism Development / Mentoring of Tourism Associations / Implementation of CBT projects in post-conflict areas of Myanmar

2003 - 2005

*Bolivia*

- Tourism development in protected areas with special focus on the implementation of CBT projects

1999 - 2001

*Thailand*

- Implementation and Marketing of Community-based Tourism Projects

### Tourism Consultant - short-term contract

2022

*GIZ*

*Albania*

- Research on Ecotourism Development in rural areas

2016 - 2017

*Ecpat*

*Myanmar*

- Research: Sexual Exploitation of Children online and in Travel and Tourism in Myanmar

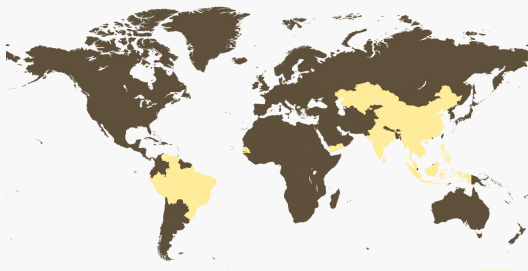
2012 - 2013

*GIZ*

*Myanmar/Sri Lanka*

- Research: Integration of people with disabilities as employees in tourism sector

## International Experience



Bolivia	2 years
Brasilia	1 short-term stay
Cambodia	several short-term stays
China	several short-term stays
Ecuador	1 short-term stay
India	several short-term stays
Indonesia	several short-term stays
Kazakhstan	1 short-term stay
Laos	several short-term stays
Macedonia	2 short-term stays
Malaysia	2 short-term stays
Montenegro	2 short-term stays
Myanmar	long terms stays (up to seven years)
Palestine	1 short-term stay
Peru	2 short-term stays
Philippines	1 short-term stay
Senegal	1 short-term stay
Sri Lanka	several short-term stays
Thailand	long-term stays (up to six years)
Uzbekistan	several short-term stays
Venezuela	1 short-term stay
Vietnam	several short-term stays
Yemen	2 short-term stays

## Membership of professional Bodies

since 2018

Associated partner of the Centre for Sustainable Tourism (ZENAT) at the University of Applied Sciences Eberswalde (HNEE)

since 2018

Member of Deutsche Gesellschaft für Asienkunde e.V. /German Association for Asian Studies

since 2021

Member of DeGEval – Gesellschaft für Evaluation e.V. (German Association for Evaluation)

since 2022

Advisory Board – Sustainable Tourism Committee; Destination Management Organisation – Uckermark, Germany

## Academic Experience

**Visiting Professor /Honorary Professor/Lecturer** Since 2002 - present  
*University of Sustainable Development* Germany

Tourism Destination Management, Tourism and Cultural Heritage; Tourism and Globalisation (CBT, pro-poor tourism, regenerative tourism), Qualitative Research; Tourism in protected areas, Stakeholder Dialogues in Tourism; Intercultural communication in tourism etc.

Supervisor of approx. 5- 10 Master Thesis per year (part-time)

**Academic Director** October 2019 & December 2020  
*Myanmar Responsible Tourism Institute, Hanns-Seidel-Foundation* Digital

Tourism Destination Planning Academy (training center for 30 Myanmar participants with special focus on tourism planning and policies)

**Senior Tourism Expert** May – August 2020  
*Hanns-Seidel-Foundation* Myanmar

Webinar Series on COVID 19 and its impacts on tourism in Myanmar

**Systemic Organisational Researcher** October 2019  
*Müritz National Parc* Germany

Consultancy and research on organisational change management

## Speaker

Tourism fairs (ITB Berlin/Singapore, WTM London)

Academic conferences (e.g. India, Thailand, New Zealand)

Various other events

## Publications

2021

Strödecke, R. and Häusler, N. (2021). Elephant Visitor Preferences and Experiences in Sri Lanka. In: Laws, E., Scot, N., Font, X. and Koldowski, J.: The Elephant Tourism Business. Oxfordshire & Boston (Cabi).

2020

Kraas, F., Zin Nwe Myint, N. Häusler (2020). Tourism Development in Myanmar: Dynamics, Policies, and Challenges. In: Dolezal, C., Trupp, A., Bui, H.T.: Tourism and Development in Southeast Asia. London (Routledge).

2019

Häusler, N., Zin Mar Than and F. Kraas. 2019. Tourism as a tool for peace? Between the lines - Thandaunggyi in Kayin State, Myanmar. In: R.K. Issac, E. Cakmak & R. Butler (Eds.), Tourism and Hospitality in Conflict-Ridden Destinations. (pp. 84-103), London: Routledge.

2017

Häusler, N. (2017) Cultural due diligence in hospitality ventures. Cham: Springer International.

Häusler, N. & Dischereit, K (2017): The act of giving – understanding CSR in the Buddhism context of Myanmar. *Sociology & Anthropology* 5(9):751-761.

2013

Häusler, N. and Kasüske, D. (2013) 'Back to the roots: Agritourism in India', in P. Benckendorff and D. Lund-Durlacher (eds.), International cases in sustainable travel and tourism. London: Goodfellow Publishers, pp. 135-150.

2012

Font, X., Walmsley, A., Cogotti, S., McCombes, L. and Häusler, N. (2012) 'Corporate social responsibility: The disclosure-performance gap', *Tourism Management*, 33(6), pp. 1544-1553.