



Ken Robinson CBE FTS

Ken Robinson is a Board member of the Tourism Society, and Think Tank chair. He is past Chair of the Tourism Alliance (2009/10/11), current Chair of VisitEngland's Visitor Attractions Group, and Tourism South East. He describes himself as "a tourism enthusiast", and is an independent adviser who speaks and writes on tourism topics, and aims to be a pragmatic pioneer of new initiatives, strategies and solutions to optimise the economic and social benefits of tourism. He believes Britain's intrinsic tourism assets require political commitment to help the industry compete globally, and realise its potential. Having been involved in tourism management and development since 1965, advising and managing the private, public and charitable sectors. He is a Board member and Trustee of several other Tourism bodies. Ken was appointed CBE for services to Tourism in 1997.

Ken's introduction to tourism was fueled by porridge, and steak pies warmed on a Mini engine whilst driving along, and depended on Le Figaro for personal cleanliness.