



Prof Victor T.C. Middleton OBE, FTS

Victor Middleton joined what was then the British Travel Association in 1968, responsible for research and marketing planning. He has been involved in developing better understanding of tourism ever since. As an academic for 15 years, through the Tourism Society which he helped to found (he is F002), as a consultant with local governments and various Government Depts responsible for tourism, he has worked consistently at making the case for better understanding of what tourism means. He initiated the working group chaired by David James in 2011 which produced recommendations on tourism definitions now largely absorbed into current Government backed publications of the Tourism Intelligence Unit in the ONS. His books on tourism marketing are well known and he helped give impetus to the sustainable tourism movement through the Centre established by the WTTC at Oxford Brookes University in the 1990s.

Victor says that these days, living in the Lake District, he tends to resemble the Cheshire Cat when in London – not much left of him other than the smile.