



## **Panelist's Biographies**

### **GENDER AND SUSTAINABLE TOURISM DEVELOPMENT: EXPLORING THE LINKS**

#### **H.E. Ms. Liz Cramer Campos, Minister of Tourism, National Secretariat of Tourism, Paraguay**

H.E Ms Liz Cramer Campos has been the Minister of Tourism of Paraguay since 2006, and is recognized in her country as a *one of a kind* Minister, because of her apolitical orientation, her wide-ranging achievements, and her drive, dynamism and passion to promote Paraguay abroad and place it as an ever more international destination. Under her leadership the first Tourism National Master Plan (2008-2018) was formulated, elaborating on Paraguay's main tourism products to increase the influx of international tourists. Her Ministry has developed programmes to work with entrepreneurs and micro-entrepreneurs in a range of training, capacity building and networking activities, to ensure an inclusive and business oriented tourism sector. She also aims to promote the sustainable use of the country's natural and cultural heritage sites that have not yet been included as destinations.

Ms. Cramer holds a Master Degree in Hotel Management from the *Scuola di Scienze Turistiche*, Italy, where she graduated Honor Cum Laude; a Postgraduate Degree in Policy and Strategy for Tourism Development from Bocconi University, and an MBA from CESEM Business School in Spain. She has sixteen years of experience working in the private sector in different countries. The Minister is also fluent in Spanish, English, Portuguese and Italian, and speaks German at an intermediate level.

#### **Ms. Zainab Ansell, Director of Zara Tanzanian Adventures and Member of the Sustainable and Solidarity Tourism Network of the Banesto Foundation, Tanzania**

Ms. Zainab Ansell is an exemplary woman entrepreneur, whose experience testifies to the ways in which women can be empowered through tourism. In 1987, she founded Zara Tours in Moshi, Tanzania. Her company began by offering climbs of Mount Meru and Mount Kilimanjaro, as well as safaris in surrounding national parks. Today, Zara is one of the largest Kilimanjaro outfitters and one of the most prominent safari operators in the country. It also operates two hotels and three tented camps, and offers trips to Zanzibar.

Earlier this year, she received an award in Tanzania for *Business Entrepreneur of the Year*, in recognition of her achievements in running a successful tour operator company and managing 950 employees. In addition to owning hotels and tour agencies, Zainab has also been active within her community through Zara Charity Foundation, that works with youth and women in a broad range of corporate social responsibility programmes.

#### **Ms. Angela Hadjipateras, Founder and Co-Director of a community-based Lodge in Zambezia Province, Mozambique, and Member of CAWN (Central America Women's Network)**

Ms. Angela Hadjipateras currently manages a community-based tourism venture in Zambezia Province, Mozambique ([www.zalalabeachlodge.com](http://www.zalalabeachlodge.com)). She is a member of the International Centre for Responsible Tourism, headquartered at Leeds Metropolitan University, UK, where she obtained a post-graduate diploma in Responsible Tourism Management in 2011. After training in social work and social policy, and working for over a decade in the so-called 'poverty lobby' in the UK, she took up Gender and Development at the Institute of Development Studies (IDS) in Brighton. She has spent the last 20 years involved in the development sector in sub-Saharan Africa, with a focus on gender. She has also dedicated herself to supporting women's struggles for equality in Central America through the Central America Women's Network, which she, along with other women, founded in 1991. More recently, she became interested in tourism and, since 2006, has worked as part of a predominantly Mozambican team on developing a small tourist Lodge, which aims to attract both local and international tourists, and creating, in the process, employment and trading opportunities for men and women in local fishing and farming communities.