

Greg Richards Biopic

Greg Richards is Professor of Leisure Studies at Tilburg University in the Netherlands. He has conducted extensive research on cultural and creative tourism over the past 20 years, producing major texts on Cultural Tourism in Europe (1996); Cultural Attractions and European Tourism (2001); Tourism and Gastronomy (2002); The Global Nomad: Backpacker Travel in Theory and Practice (2004); Cultural Tourism - Global and Local Perspectives (2007) Tourism, Creativity and Development (2007) and Eventful Cities: Cultural Management and Urban Regeneration (2010).

As co-originator of the creative tourism concept, he has worked on projects for numerous national governments, national tourism organisations and municipalities. He has worked extensively on the analysis and development of cultural and creative tourism in cities such as Barcelona (ES), Budapest (HU), London, Newcastle, Manchester and Edinburgh (UK) Amsterdam, Rotterdam and Den Bosch (NL), Porto (PT), Sibiu (RO), Amman (Jordan) and Macau (China). He directed a number of projects for the European Commission on topics including cultural tourism, crafts tourism, sustainable tourism, tourism education and labour mobility in the tourism industry.

He has an extensive career in tourism research and education, with posts at London Metropolitan University (UK), Tilburg University (The Netherlands), Universitat Rovira I Virgili, Tarragona (Spain), the University of the West of England (Bristol, UK) and Tilburg University. He was also a European Union Marie Curie Fellow at the Interarts Foundation in Barcelona.

He was a member of the Palmer/Rae team evaluating the impact of the European Cities of Culture (ECOC) for the European Commission, an international jury member for the selection of the Hungarian Capital of Culture in 2010, a contributor to the European Travel Commission study of City Tourism and Culture and an adviser on the development of national cultural tourism policy in Austria. He has advised the Dutch city of Den Bosch on the development of multi-annual cultural events programme to celebrate the 500th anniversary of the painter Hieronymus Bosch. In 2007 he conducted the evaluation research for both of the ECOC - Luxemburg and Sibiu (Romania), and he is conducting long term-evaluation of the cultural, economic and social impacts of the Sibiu event. He also recently advised Stavanger 2008 on the production of the final evaluation report for the 2008 ECOC. He is currently advising five Dutch cities on the development of a 'network city', using the ECOC as a catalyst for change.