

William Tuffin

Country Manager for Thailand at Grasshopper Adventures
Bangkok Metropolitan Area, Thailand
Leisure, Travel & Tourism

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Background

Summary

5 years managing a bicycle tour company
14 years experience in building, developing, operating and marketing an Ec lodge
9 years experience in developing and operating community-based tourism programs
2 years experience as marketing advisor for an inbound tour operator
14 years experience in humanitarian development work Skilled with computers and internet communications
Community-based and Ecotourism Consultant
Experienced report and copywriter
Foreign Language Interpreter

Specialties: participatory community development, project design, project planning, community mapping, ecotourism and green certification, financial management, report writing, project evaluation, copy writing, tour itinerary development, tour guide trainer, contract negotiation, internet marketing, government liaison, keyword research, search engine copy writing and keyword placement, website design analysis

Experience

Country Manager for Thailand

Grasshopper Adventures
October 2013 – Present Bangkok, Thailand
Responsible for :

Managing tour operations
Product development
Fleet management
Financial management and financial forecasting
Sales and marketing

General Manager

The Vine Retreat

July 2012 – August 2013 (1 year 2 months)Kep, Cambodia
Responsible for marketing and website development
Trained staff in guest relations, handling bookings, accounting, restaurant service, housekeeping, organic garden and pepper farm
Together with local staff created a unique menu of local cuisine
Responsible for implementing environmental and social responsibility policies as well as demonstrating qualifications for green certification requirements.
Financial manager and business plan development
Worked together with the local Community Forestry Committee to develop and market a trekking program to finance community forestry activities

Project Inception Consultant

Bridges Across Borders Cambodia

March 2012 – April 2012 (2 months)Kep, Cambodia
Conducted market and feasibility study
Designed community forestry project using tourism as a income generation and financing tool

Responsible Tour Operator Consultant

United Nations World Tourism Organization

December 2011 – January 2012 (2 months)Kratie, Cambodia
Advised and developed standards of responsible tour operation
Conducted workshops on responsible tours
Researched legal frameworks for tour operations as a social enterprise.

Ecotourism Consultant

WWF

February 2011 – October 2011 (9 months)Cambodia
Developed guidelines for sustainable tourism partnership with a private operator and the Mondulkiri Protected Forest
Advised on building business linkages for community-based tourism initiatives around the Mondulkiri Protected Forest.

Rural Development Program Specialist

The Mekong Institute

June 2010 – February 2011 (9 months)Khon Kaen, Thailand

Develop capacity building programs on issues relating to rural development in the Greater Mekong Sub-region.

Community-based Ecotourism Consultant

Community Tourism Consultant

February 2007 – October 2010 (3 years 9 months)Thailand

Working with communities in a participatory process to develop high quality community-based tourism products which benefit the community and provide unique personal experiences for the tourist

Community-based Organizational Development Technical Training Coordinator

Peace Corps

December 2008 – April 2009 (5 months)Bangkok, Thailand

Responsible for the technical training for 23 Peace Corps Volunteers in Thailand. The main objective of the training was to provide the volunteers with community assessment skills.

Myanmar Cyclone Relief Coordinator Bangkok Office

International Rescue Committee

May 2008 – September 2008 (5 months)Bangkok, Thailand

Oversaw the procurement of relief supplies to victims of Cyclone Nargis, facilitated financial transactions, travel and represented the organization at cluster and inter agency meetings.

Manager

Track of the Tiger

January 2008 – April 2008 (4 months)Chiang Mai, Thailand

Camp Manager

Elephant Nature Park

October 2007 – December 2007 (3 months)Chiang Mai, Thailand

Marketing & Community-based Ecotourism Advisor

Green Discovery Laos

June 2005 – February 2007 (1 year 9 months)Luang Namtha, Laos

- Worked with graphic design team to develop website, brochures and other marketing

materials.

- Responsible for marketing and developing tour programs for outbound tour operators in Europe, North America, S.E. Asia and Oceania
- Represented the company at trade fairs and professional conferences
- Surveyed and developed community-based tour programs
- Trained guides and villagers in guiding, interpretation and hospitality skills
- Trained office staff in sales, guest relations
- Established booking , accounting and general office administration systems

Marketing Director

The Boat Landing Guest House

November 1999 – February 2007 (7 years 4 months) Luang Namtha, Laos

- Partner in conceiving, founding, designing, building and developing the first certified Eco-lodge in Laos
- Responsible for marketing and website development
- Trained staff in guest relations, handling bookings, accounting, restaurant service, house keeping, gardening
- Together with local staff created a unique menu of local cuisine
- Responsible for implementing environmental and social responsibility policies as well as demonstrating qualifications for green certification requirements.

Community-based Ecotourism Development Consultant

Gesellschaft für Technische Zusammenarbeit (GTZ)

September 2004 – May 2005 (9 months) Luang Namtha, Laos

- Developed a 3 day community-based trekking program with 8 Akha villages called The Akha Experience.
- This included developing an organizational management structure and guide training

Manager of Blue Planet Website Design

Planet Computers

2000 – 2001 (1 year) Vientiane, Laos

Chief Technical Advisor

Norwegian Church Aid, Drug Supply and Demand Reduction Project

October 1998 – March 2000 (1 year 6 months) Luang Namtha, Laos

Responsibilities included financial management, project planning, implementation, evaluation, logistics, and liaison with government and other aid agencies

Community-based Opium Detoxification Consultant

Consortium

January 1998 – September 1998 (9 months) Luang Prabang, Laos

Established detoxification centers and community based methodology for opium detoxification

Field Coordinator

Health Frontiers

June 1996 – November 1997 (1 year 6 months) Vientiane, Laos

Designed and established the Pediatric Residency Program for the Faculty of Medical Sciences, National University of Laos, with support from Case Western Reserve University, Cleveland, Ohio. Responsibilities included financial management, participatory project planning with partners, and liaison with government and other aid agencies.

Primary Health Care Project Coordinator

Enfants et Développement

June 1992 – December 1995 (3 years 7 months) Luang Namtha, Laos

Designed, implemented, managed and evaluated a primary health care project in two districts of Luang Namtha Province. Responsibilities included financial management, project planning, implementation, evaluation, logistics, and liaison with government and other aid agencies. The objective of the project was to help villagers take care of their own health.

Consultant for Supply & Logistics

United Nations Children's Fund (UNICEF)

November 1990 – April 1992 (1 year 6 months) Vientiane, Laos

Identified problems and implemented solutions with kerosene and LPG distribution and supply management for vaccination programs. Monitored UNICEF program supplies. Made an assessment of the supply procurement system and logistics pertaining to UNICEF supplies in Laos.

Deputy Operations Officer

International Rescue Committee

August 1989 – October 1990 (1 year 3 months) Quetta & Peshawar, Pakistan

Provided planning, procurement, logistical and administrative support. Approved expenditures. Supervised forty-two personnel. Liaised with UN, government and military officials.

Assistant Regional Supervisor of English Instruction

U.S. Peace Corps

February 1985 – May 1987 (2 years 4 months) Udonthani & Phitsanuloke, Thailand

Planned and conducted six seminars for secondary English teachers from seven provinces. Developed and instructed five-month classes on English teaching methodology in two high schools. Taught a demonstration English class six hours a week

Education

Masters of International Administration , School for International Training, Brattleboro, Vermont, 1993

B.A., German Language & Literature, Colorado State University, Ft. Collins, Colorado

Languages

English

Native or bilingual proficiency

Thai

Full professional proficiency

Lao

Full professional proficiency

French

Limited working proficiency

Spanish

Limited working proficiency

Central Khmer

Limited working proficiency

German

Full professional proficiency

Publications

Was Setting up Laos' first Ecolodge tough?; Interview, Ecoclub International Ecotourism Monthly, Year 6, Issue 68, Feb 05: www.ecoclub.com/news/068/interview.html

Community Based Ecotourism and the Public Private Partnership: Connecting communities with the global tourism industry;

Community Development Resource ; Handbook, Published by GTZ for development workers in Laos, 2006

Community-based tourism in the Lao PDR: An Overview on Improving Livelihoods in the Uplands of the Lao PDR; A Sourcebook by NAFRI. Volume 1: Initiatives and Approaches.

Vientiane. p. 177

Eliminating Drug Abuse through Community Participation; Handbook for Community-based Drug Abuse Control, Published by NCA for development workers in Laos, 2001